

LIFE

BASEBALL VERSES BY OGDEN NASH

**MACARTHUR STORY IV: THE KOREAN CONTROVERSIES
HOW THE VICTORY WAS THROWN AWAY**

**DIOR'S SMASH-HIT
EVENING DRESS**

20 CENTS

SEPTEMBER 5, 1955



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100% VIRGIN WOOL

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"ORIOLA" IN CORNFLOWER BLUE IS THE
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A LARGE SELECTION OF SUITS IN THIS
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LEADING STORES IN YOUR CITY, OR IT
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PASSAIC, N. J.



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Death in North Africa 13

In a war without quarter the furies of Arabs and Frenchmen cut a swath across Morocco and Algeria as France is unable to resolve a bitter, old colonial problem.



ARMED FRENCH CIVILIAN

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LIFE presents a first look in color at the elegant fall collections of France's top designers—higher in price but gay, sumptuous and laden with new ideas.



NEWEST DIOR FOR '55

A discarded victory 62

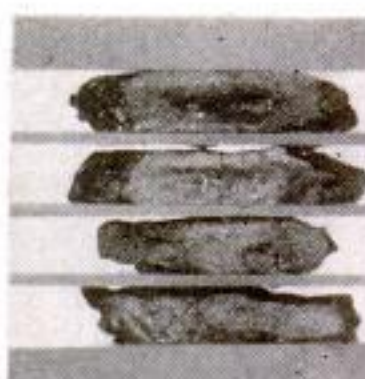
In his final instalment of "Rendezvous with History," General Whitney gives MacArthur's views on the war "he was not allowed to win."



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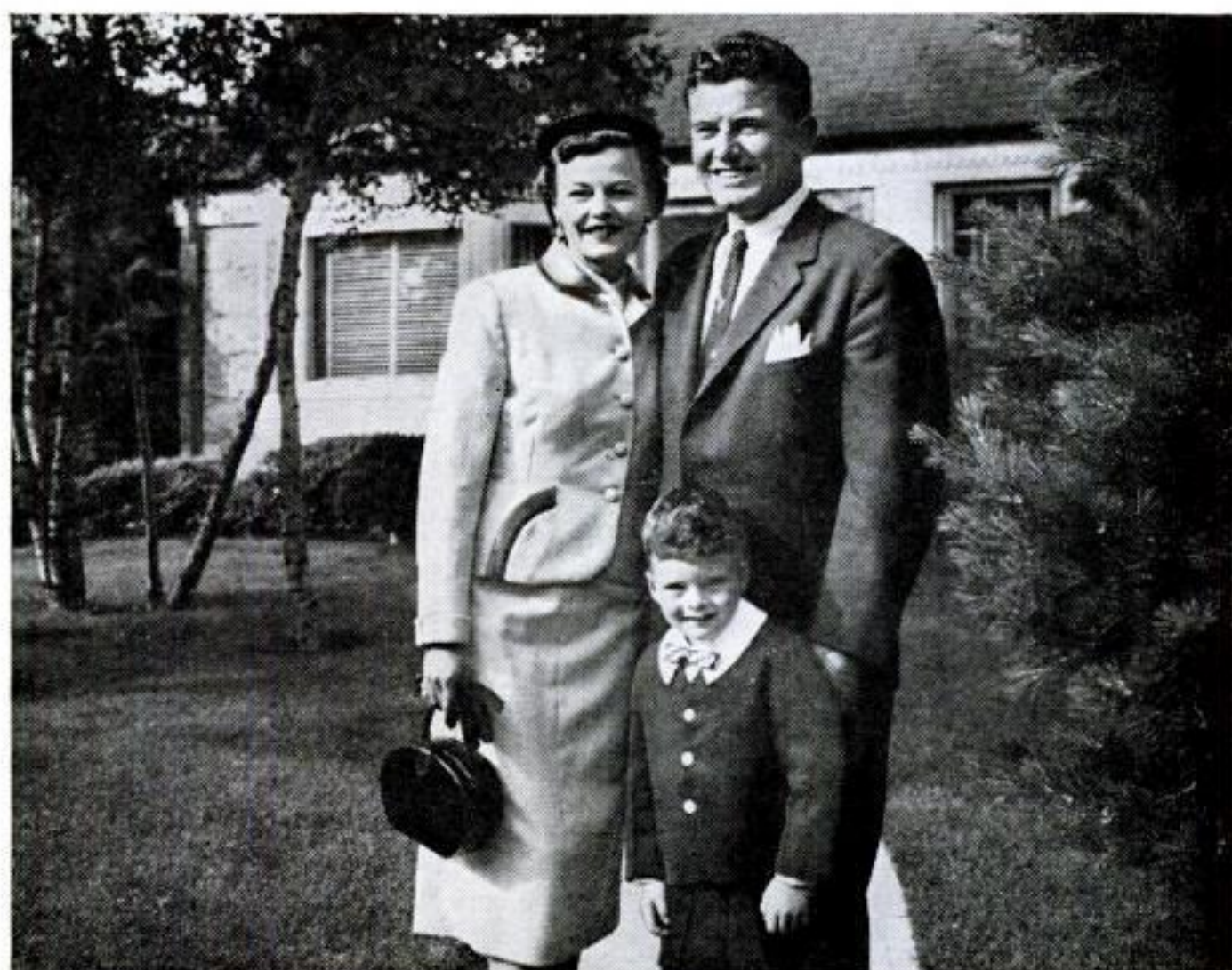
THIS AD WAS WRITTEN BY LONG DISTANCE USERS

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The quickest, cheapest way to spread good news is by Long Distance.



"I haven't seen my youngest daughter and her family for almost three years. The other night they called me on the telephone. You can imagine how wonderful it was hearing their voices again."

The family's never far apart when you visit regularly by Long Distance.



"Recently our daughter married a naval officer at Annapolis, Md. We arranged for the wedding reception, flowers, caterer and almost everything else by Long Distance. Thanks to the telephone, things went very smoothly."

Long Distance is such a satisfying way to settle details across the miles.



"My son called from out of town and talked with me, his two sisters and his brother. It was really the high spot of our last week together before the kids scattered to school and college."

To keep in touch with your children away at school, call Long Distance.

When you're thinking about somebody out of town or there's something you want to get settled... don't wonder, don't worry. Call today and be sure. You'll find Long Distance is quick. Personal. And the cost is small wherever you call.

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LONG DISTANCE RATES ARE LOW

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Cleveland to Pittsburgh . . . 45¢	Atlanta to Chicago \$1.05
Boston to New York 55¢	Philadelphia to Miami \$1.35
St. Louis to Cincinnati . . . 75¢	Los Angeles to Washington, D. C. \$2.00

These are the Station-to-Station rates for the first three minutes, after 6 o'clock every night and all day Sunday. They do not include the 10% federal excise tax. CALL BY NUMBER. IT'S TWICE AS FAST.

This One



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A new combination of DU PONT NYLON and DACRON^{REG. U. S. PAT. OFF.} brings you
blouses with a smooth, creamy look...easy care!

When nylon and "Dacron"*[®], two great Du Pont fashion fibers, are knitted together—the result is different from anything you have ever known. You'll love the soft, muted surface, the wonderful colors made possible by this handsome combination of Du Pont nylon and "Dacron" polyester fiber. It's quick and easy to wash and dry, snaps—back from wrinkling in record time, seldom needs a whit of pressing.

*"DACRON" IS DU PONT'S REGISTERED TRADE-MARK FOR ITS POLYESTER FIBER

When you shop, look for these modern-living advantages in blouses of nylon and "Dacron". Chalky white, black, brown, olive green, red, and pastels. Blouse on left also available in short sleeves. Long sleeve \$7, short sleeve blouses \$6. Bloomingdale's, N.Y.C.; John Wanamaker, Phila.; Marshall Field, Chicago; The J. L. Hudson Co., Detroit; The May Co., Los Angeles.

DU PONT MAKES FIBERS—NOT FABRICS OR GARMENTS.

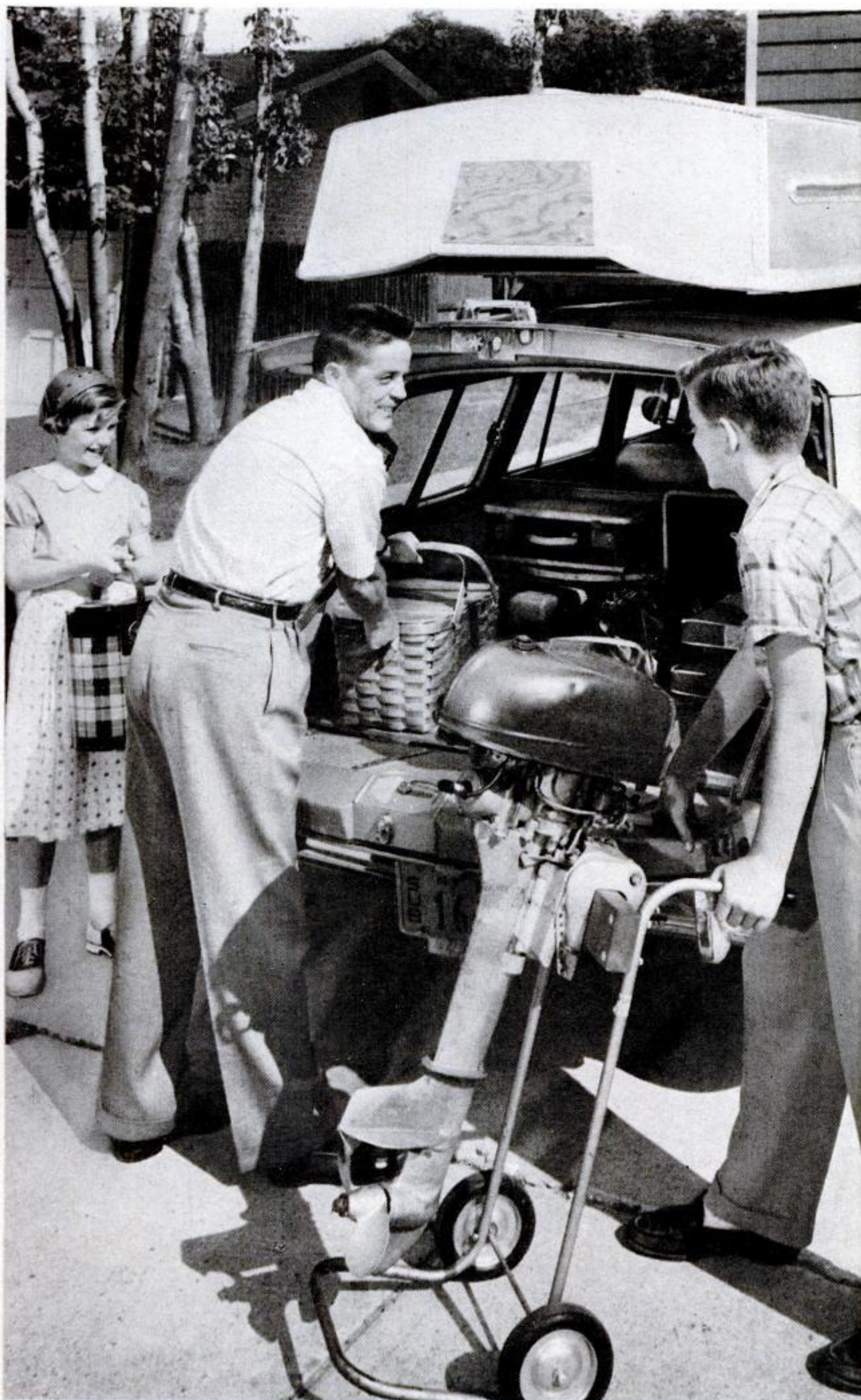
BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY



Retirement plan for today's American

who lives longer, earns more

yet has less to put aside for tomorrow!



*NEW YORK LIFE'S Whole Life insurance
protects your family now—
gives you an income at retirement—
all for a low-premium rate!*

With living standards at an all-time high, most young men are finding it difficult to protect their families *now* and still set aside enough to build an adequate backlog *for the future*.

New York Life's *Whole Life* insurance coverage can help you accomplish *both* these vital objectives. Premium rates are so reasonable that despite today's high cost of living, protection is within easy reach of the average family man. And because of the low rates, you may be able to afford more than the minimum amount of \$10,000 now—say \$12,000 or \$18,000 or even \$25,000. Later you can add more as needs increase. This will assure substantial protection for your family in case you should die unexpectedly.

If you live—and chances are you will—your *Whole Life* insurance builds large cash values rapidly. That means cash available for an emergency, or a cash value at retirement that can be used to give you a lifetime monthly income—*no matter how long you live!*

If, like most of this generation, you're caught in the squeeze between today and tomorrow, ask your New York Life agent about the new *Whole Life* protection—or mail the coupon. You'll learn about a new kind of peace of mind.

HERE ARE THE ACTUAL FIGURES FOR EACH \$10,000 OF FACE AMOUNT (minimum issued)

	Age 30	Age 35	Age 40
Monthly premium.....	\$17.90	\$20.80	\$24.70
Cash value of policy at age 65*....	\$5,930	\$5,600	\$5,180
Or monthly life income from age 65..	\$36.53	\$34.50	\$31.91

*Dividends can be left with the Company to increase cash values which would provide a larger monthly retirement income—or dividends can be applied to reduce premium payments.

New York Life

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Please furnish me, without any obligation, full information
about your new *Whole Life* policy, Minimum amount \$10,000.

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ADDRESS _____
CITY _____ ZONE _____ STATE _____



IT'S PART OF OUR AMERICAN TRADITION
TO WORK THINGS OUT TOGETHER

Clearing The Land. Working together, pioneer men cleared the land so that the soil could bring forth food for all.

How today 10 million of us help clear our lives of money troubles

OFTEN an individual finds he is unable to cope alone with the financial problems that stand between him and the better living he wants for himself and his family. And often too, he has no place to turn for the help he needs!

But today, in America, certain groups of people have been able to secure a remarkable degree of protection against money troubles. These groups are called *credit unions*.

A credit union is simply a group of people with a common bond, such as employment in the same company, who operate their own borrowing and saving system under supervision of state or federal agencies. The plan was first

used over 100 years ago. Now, some 20,000 credit unions serve nearly 10 million Americans.

Saving together, members build a fund from which loans are made to help those of their group who need money for worthwhile purposes. As a credit union exists solely for the benefit of its members, loan cost is low and a good return is earned on savings.

Thus, the credit union serves a two-fold purpose, encouraging thrift and providing a convenient source of credit. Those who belong to credit unions are economically more secure. They can improve their living standard without getting into financial difficulties. And by being

better able to meet their financial obligations they are better citizens.

The entire credit union idea is democracy in action, people working things out together with dignity of spirit. Management, labor, church and government all heartily endorse credit unions.

Any group of 50 can operate a credit union (in some areas 100 or more are required).

SEND FOR FREE BOOKLET. A credit union can help you and your friends where you work or live. Write today for free booklet that tells you how. Send your name and address to **Credit Union, Dept. 103, Box 57, Madison 1, Wis.**

October 20 is International Credit Union Day.



Robert Ruark's straight-talking article on his 30-day test of Thom McAn Shoes

Columnist and author tells *exactly* what he thinks...all facts and no fiction

Ruark's report, in his own words:

FOR ABOUT ten years during my high school and college days I didn't know anybody else made shoes *except* Thom McAn.

So when the Thom McAn people asked me to serve on their Shoe Jury, it was not a new boy they were tapping. It was, in fact, an older man in the firm than anybody but Thom McAn himself.

Can I wear Thom McAn nowadays?

I was interested to renew my acquaintance—for old times' sake, maybe. I also was glad to have the chance of making and sending along some extra dough to the Damon Runyon Cancer Fund, which can always use a buck or two.

So I went down to the Thom McAn shop and chose up a nice, new assortment of foot-gloves.

I was really curious to try Thom McAns again.

I live in the country, and knock about in the woods a lot, so I am afraid my choices ran more to loafers and burly brogues than to fancy city stuff. But I did come down for a pair of pick-toed black calf, city-slicker shoes, and by sight and feel I can't tell 'em from a similar pair I bought in London.

It's sort of funny, but when I first hit New York and the column got going pretty good, I went all out as a dude and started paying the fifty bucks for shoes and the two hundred certificates for suits—maybe because I was afraid of everybody and everything, and wanted to be a big shot.

An old customer returns

Then all of a sudden I began living a good piece

of the time in Spain, where the best tailormade you can buy is a forty-buck suit, and I cut my clothes budget down by about 160 dollars per rag. *Now I'm back in the McAn lodge again.*

This is real funny, to me, because I spent a lot of time writing a book called "Something of Value," which the Book of the Month is running, and which MGM is making into a movie, so now for the first time I could afford to spend a chunk on clothes—and *won't*.

They fit my feet

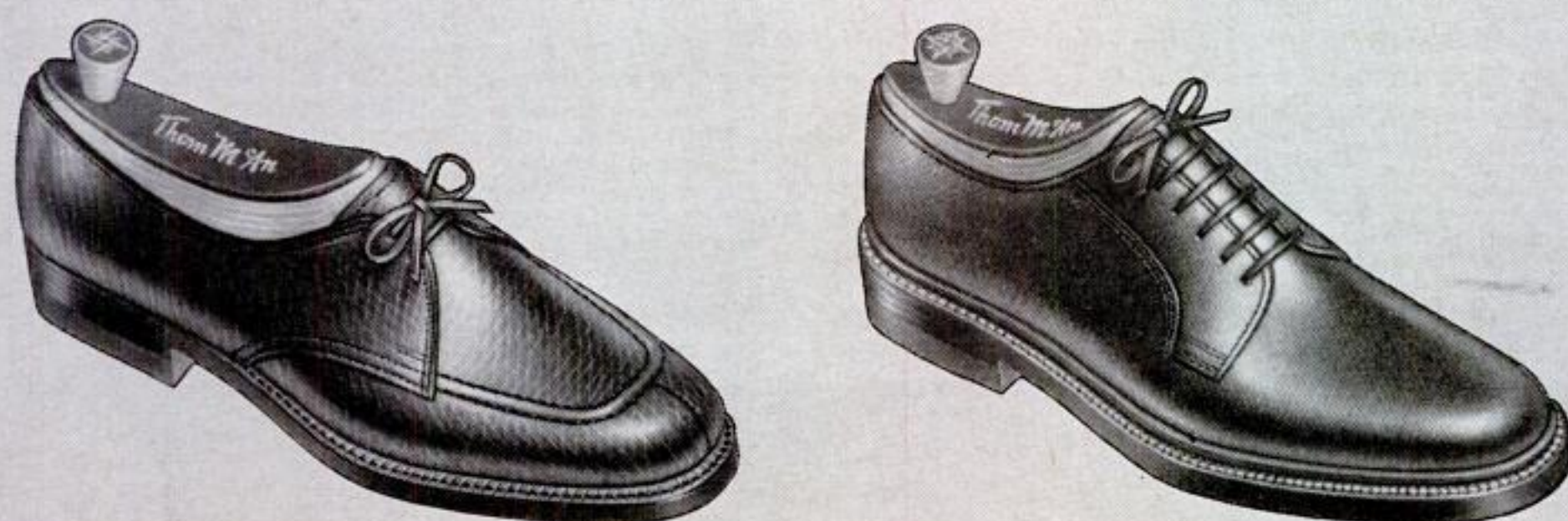
I can't honestly say my McAns will last as long and hold up as well as a much more expensive shoe. Time and tread alone determine that.

But they sure are a big buy, and on looks they don't have to back down to anybody else.

And they fit my feet, which is what a shoe is for.

Robert Ruark

Robert Ruark selected from new Thom McAns like these: left—new, low-cut Jaguar model in charcoal glove-grain, \$8.95; right—seamless front blucher in rich custom grain, \$8.95.



AMAZING OFFER

Wear Thom McAn shoes for one week at our expense!

Men! Come to your Thom McAn store. Choose the shoes you like best. Wear them one week. Then get your money back if you don't agree with Robert Ruark that Thom McAns feel as comfortable—and look as good—as shoes costing twice the price.

Thom McAn
Over 660 Shoe Stores Coast-to-Coast

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LETTERS TO THE EDITORS

MACARTHUR'S RENDEZVOUS WITH HISTORY

Sirs:

For your gentle and eloquent portrait ("MacArthur's Rendezvous with History," LIFE, Aug. 15) of one of history's most brilliant soldiers and America's finest men, Douglas MacArthur, my heartfelt appreciation.

ANN STURGIS

Kansas City, Mo.

Sirs:

Thank you for Major General Courtney Whitney's study of MacArthur. The world needs to know the truth about not only the military greatness but also the humaneness and staunch character of this man.

HENRY B. SAVAGE

Norwalk, Conn.

Sirs:

The American people have been too quick to forget the lifelong service MacArthur, the most distinguished man of our times, has rendered his country.

MRS. LYLE G. HOUSLEY

Salinas, Calif.

Sirs:

Although I am from another country may I comment on the MacArthur article by General Whitney? For the sake of historical accuracy it seems unfortunate that this important biography should be written by such a close friend of the general. We can expect all derogatory incidents to be omitted. No character, even in fiction, is all black or all white. . . .

ALLEN ROY EVANS

Vancouver, B.C., Canada

Sirs:

Since MacArthur personally won the Pacific version of our middle war, it seems such a shame that so many of my Air Force colleagues and wonderful Navy people were unnecessarily detained in Asia for so long. Perhaps we all have a case against the U.S. government.

EDWARD J. CARLIN JR.

Philadelphia, Pa.

Sirs:

The correct name of the man referred to as Lieut. Colonel Robert Volckmann, who took over command of the north Luzon guerrillas, is Colonel Russell W. Volckmann. He is our son.

MRS. W. J. C. VOLCKMANN

Clinton, Iowa

Sirs:

Your first article on the MacArthur story recalled many a fond moment for me. I was struck by Turnbull's painting of the guerrilla wading into the surf at Lingayen Gulf with an American flag. I recorded such an instance on a different parallel.

This picture was made at Leyte shortly after I landed in the initial wave on Red Beach. The first thing I saw after digging in was this trio of Filipinos strolling through the heavy sniping with an American flag. Their

vocabulary of English apparently was limited to four words: "Me guerrilla—got food?"

MICHAEL J. FREEMAN

Miami, Fla.



PHILIPPINE GUERRILLAS GREET AMERICANS

GALVESTON MOCKS TEXAS LAWS

Sirs:

All Texans are ashamed of Galveston ("Wide-open Galveston Mocks Texas Laws," LIFE, Aug. 15).

There are about three things we can do about it: 1) Stand by; 2) Cut that island loose from the mainland and let Galveston float away; 3) Have Governor Shivers send just one one, straight-shooting Ranger down there with instructions to clean the place up in 48 hours. And it will be done.

R. L. WHITE

San Angelo, Texas

Sirs:

It is unpleasant to see the power of the press used to bludgeon abject conformity into an individualistic place like Texas. The citizens of Galveston have a right to a city run as they like it. . . .

STUART CAMPBELL

Homestead, Fla.

THE 80-HOUR WEEK

Sirs:

You have certainly done the housewife's life nicely in "The 80-Hour Week" (LIFE, Aug. 15). Not understated. Not a glossy tribute. Simply the way it is—so genuine that I recognized my own happy, hectic living in it. I wouldn't change my 80-hour week either.

MRS. R. S. BROWN

Akron, Ohio

Sirs:

I lived the story with Gloria Tweten. Thank you for putting many of my experiences into pictures.

MRS. NORMAN JAY

Bay City, Mich.

Sirs:

Jamie, 3, started his day at 3 a.m. by pushing daddy out of bed so he could sleep with me. Jennifer, 15 months, fell in the mud not 10 minutes after being dressed. Jamie broke a window. Both got egg in their hair at breakfast and spaghetti in their hair at lunch. Now the darlings are asleep and I see Mrs. Tweten having the same chaotic day and am glad I'm not alone.

DORCHEN FORMAN

South Pasadena, Calif.

Sirs:

My husband finished "The 80-Hour Week" and said, "Boy! If that couldn't be us!" (This was after one son uprooted all daddy's gladioli and another swallowed a penny.)

MRS. JOHN BASSAREAR

Tahawus, N.Y.

Sirs:

I thoroughly enjoyed "The 80-Hour Week" but have one question: if Gloria dresses up for supper every night how come she is attired in the same rig while

changing Frank early in the morning (p. 94) and putting Kirby to bed at night (p. 102)?

IMELDA C. DRISCOLL

Boston, Mass.

● Mrs. Tweten was going out that evening, waited to dress until after dinner.—ED.

Sirs:

That Gloria Tweten would say, "I don't plan . . . I just plunge in and do anything I can," is beautiful honesty. "Plunge" couldn't be a better word.

MRS. WILLIAM H. WAHL

Longview, Wash.

Sirs:

I resent your slur upon American womanhood! Why not show the world a well-managed American home?

MILDRED FREEMAN

Valley Stream, N.Y.

Sirs:

Being a registered professional nurse and author of several textbooks, I can see great possibilities in an analysis of "the housewife's endless week" compared with pictures of a housewife who works in an orderly manner and uses more acceptable methods of child training. Apparently many young mothers need help.

HELEN F. HANSEN

Sacramento, Calif.

Sirs:

Please, if someone sends a letter to you accusing fellow servant Tweten of poor management or "improper" training, please quote me under that letter: "Go jump in the lake!"

Courage, Tweten.

MRS. J. NIELSEN

New York, N.Y.

FAMOUS HOP REHOPPED

Sirs:

The Blériot airplane flown across the English Channel ("Famous Hop Rehopped," LIFE, Aug. 15) was not made at the University of Alberta as you stated but at the Aeronautical Engineering Department of the Alberta Institute of Technology and Art, Calgary.

F. G. FORSTER

Calgary, Alba., Canada

STRUMMIN' UP A BANJO BOOM

Sirs:

"Strummin' Up a Banjo Boom" (LIFE, Aug. 15) should have mentioned the virtuoso most connoisseurs consider the greatest living master of the five-string instrument—Fred Van Eps of Plainfield, N.J. He made his first phonograph records at the age of 16 on Edison's wax cylinders, and is still going strong, playing and recording, at the age of 76.

JIM WALSH

Vinton, Va.

NAVAL HERO OFF TO THE BRIG

Sirs:

Applauding a sailor as a hero for attacking an admiral ("A Naval Hero Off to the Brig," LIFE, Aug. 15) is sniping at the "brass" in one of the few professions in the world today which must operate as an autocracy.

LAWRENCE HEYWORTH JR.

Virginia Beach, Va.

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100 HOMES TO CHOOSE FROM—AND NO TWO ALIKE!

Personalized Coronados

are designed for your kind of family living

Your home should be like *you*. Bright and bold . . . quiet and restrained . . . formal . . . casual . . . whatever fits *your* personality, *your* way of living. A Personalized Coronado is that kind of home. It comes in more than 100 variations, and from these, you choose the features you like.

You choose the floor plan, the color scheme, the interior and exterior look. You choose the size living room you want. You decide where the dining area will be. Even the bright brass door knocker can be personalized—engraved with your name. This home is distinctively and individually *yours*, different from the one next door, the one across the street, and others for blocks around.

There are a few things you wouldn't want to change in a Personalized Coronado. The built-in, ceiling-high closets for example. The customized all-steel kitchen units. The easy-to-clean walls and floors. The famous brand names you see in every room, names that you know stand for quality and dependability.

LOOK — and compare!

Compare — and SAVE!

Call on your local United States Steel Homes Dealer—he's listed in the Yellow Pages. He'll be showing these fine wood homes beginning this week-end. Watch your newspaper for announcement of time and place. By all means, see these Personalized Coronados.

Every Personalized Coronado is **VALUE INSURED** for your protection

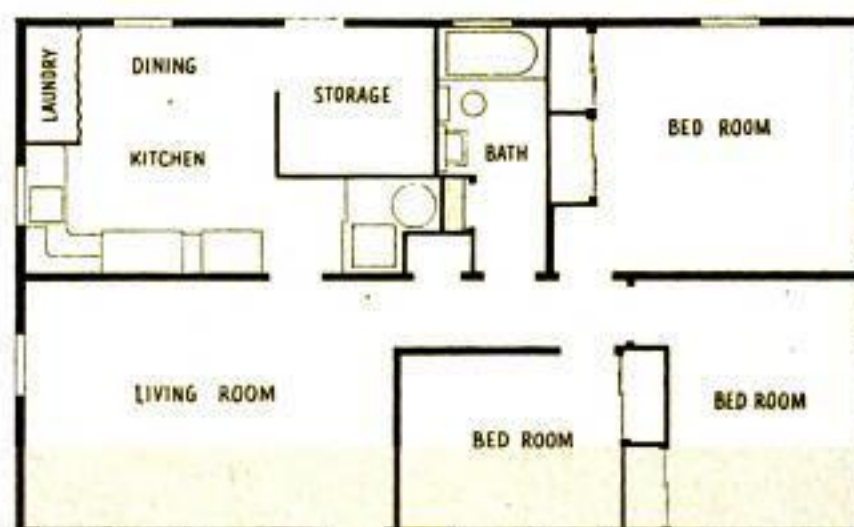
Hidden Values. All No. 1 quality material is used throughout—where you can see it, and where you can't.

No Extra Charges.* Once you have picked your Personalized Coronado, the dealer will quote you a *firm* price. There will be no changes in plan or detailing, there will be no change in price.

Architectural Planning. Your Personalized Coronado is architecturally designed. Rooms are planned for comfort and convenience, for good traffic flow, for good light, and the structure is engineered for long life.

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*Monthly payment varies with local taxes and building costs, and with the amount of your down payment.



"Coronado"—trade-mark of United States Steel Homes, Inc.

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UNITED STATES STEEL



homes, Inc.

SUBSIDIARY OF UNITED STATES STEEL

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for the complete story on Personalized Coronados

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Dept. L-85, New Albany, Ind.

Please send me literature containing plans of your homes and the name of my nearest dealer. (Please print).

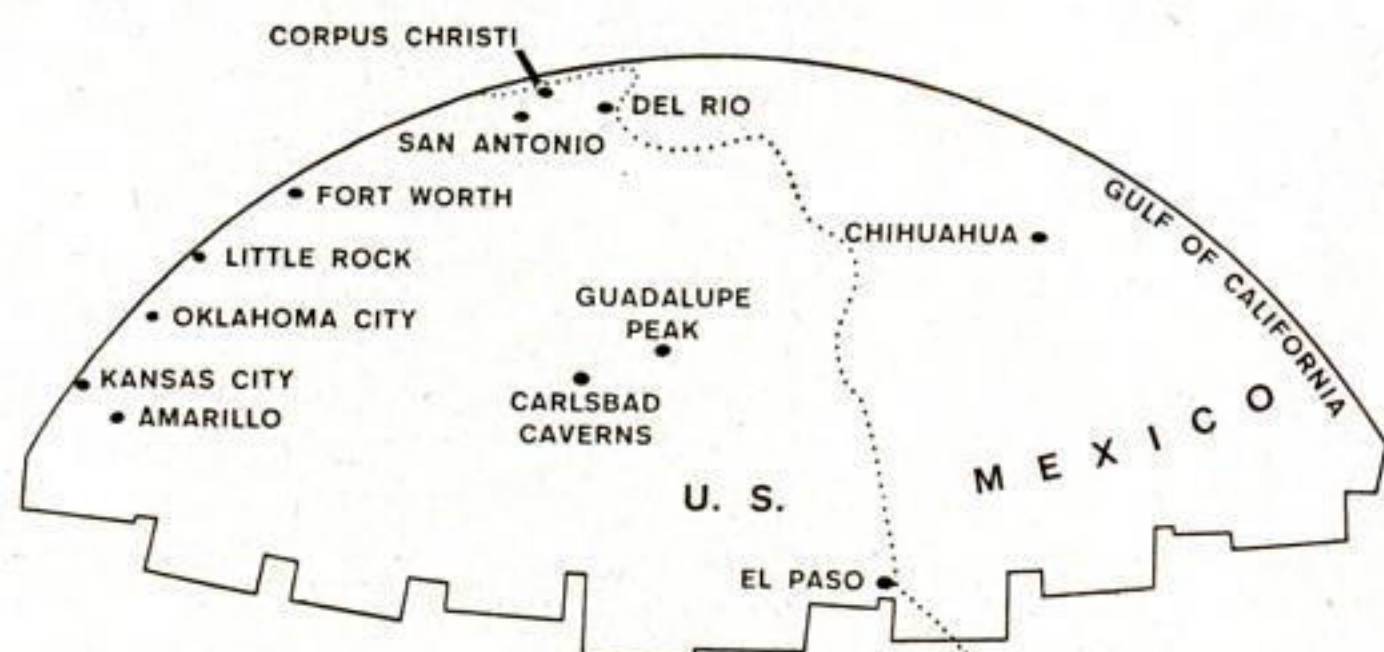
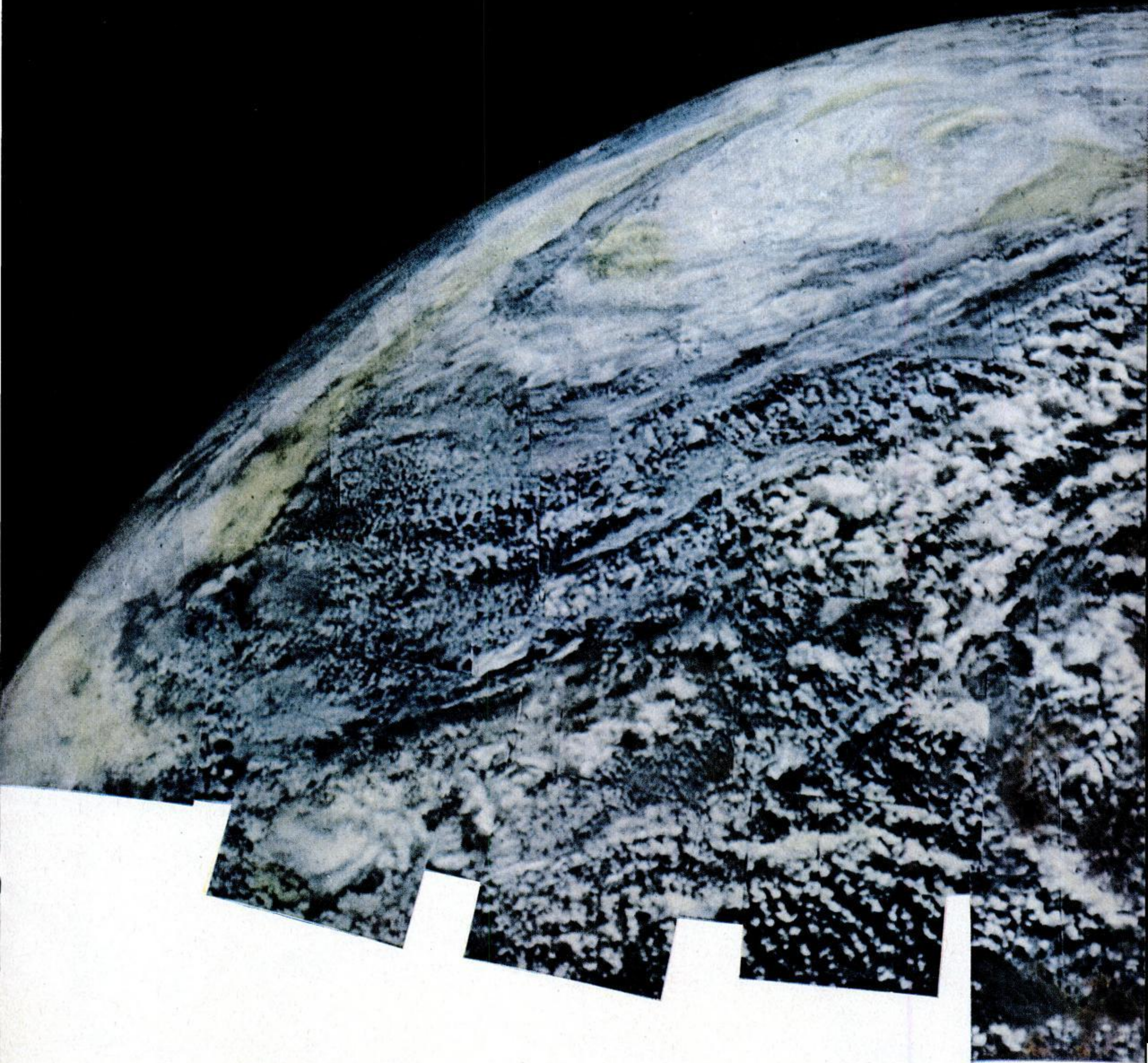
I do ☐ I do not ☐ own my own lot.
I plan to build this fall ☐ next spring ☐.

Name

Address

City

County State.....



CONTINENTAL SPAN of the rocket photograph is shown on this annotated match-up map. From its position over the New Mexico desert the camera pointed roughly at the Gulf of Mexico. But because the rocket kept rotating, the picture took in territory from eight states and more than half of Mexico. The curvature is not the earth's but the rocket's own ringed horizon 900 miles away.

A 100 Mile High

In the black ionosphere 100 miles above the New Mexico desert the lens of an aerial movie camera slowly swept across the landscape below and took this photograph—the highest ever made in color of the earth's surface. The shimmering, cloud-dotted panorama takes in more than a million square miles of the North American continent, stretching from Kansas City to Lower California (*see map, left*).

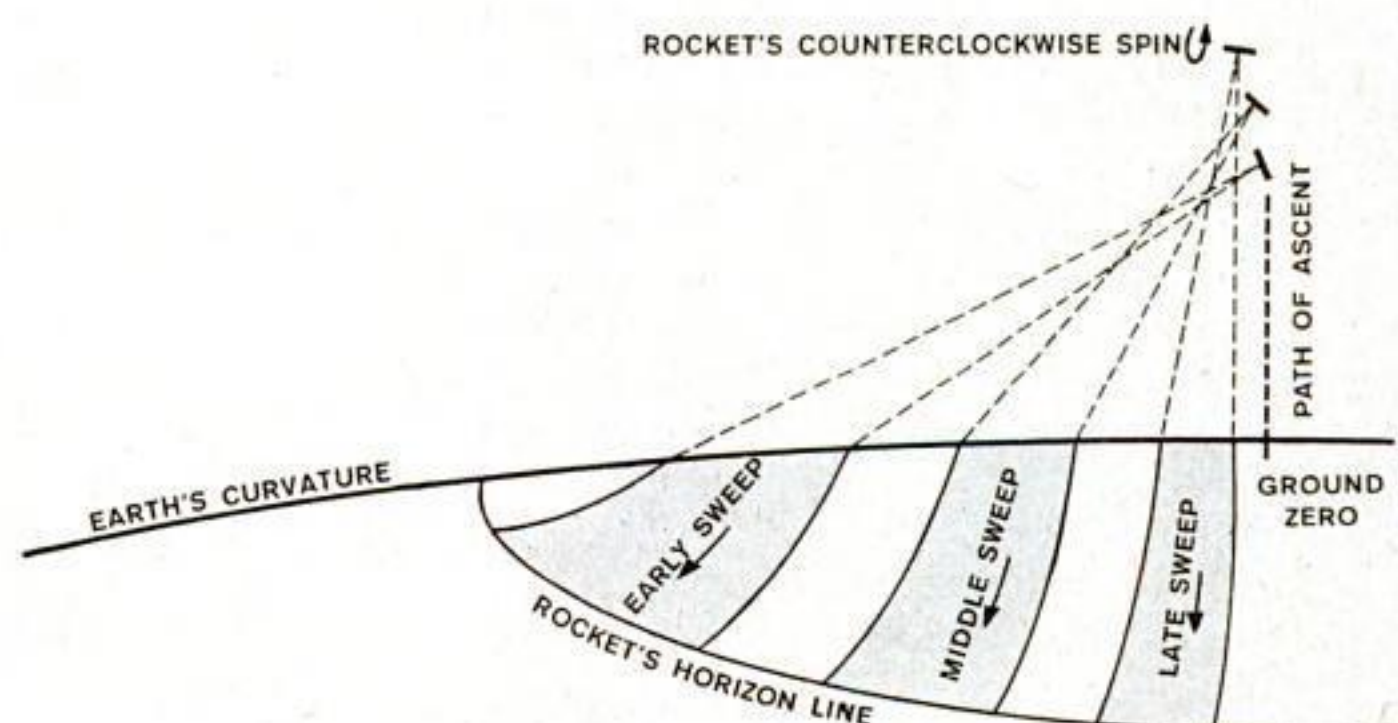
The camera had climbed to its unique vantage point in the body of an Aerobee rocket launched from White Sands Proving Ground as part of the Navy's continuing research program on the upper atmosphere. As the rocket, spinning slowly on its axis, tipped over into a horizontal position near the top of its trajectory, the camera, peering through a



Portrait of Earth

peephole in the rocket's side, recorded the changing scenes on earth as they flashed by (see drawing, right). Later, experts from the U.S. Naval Research Laboratory painstakingly fitted 117 of the pictures into the composite terrestrial portrait above.

As their global jigsaw puzzle took shape, they noticed something unexpected: a vast whirlpool of clouds over the Rio Grande Valley (top, left, in photograph). This was a cyclone which later deluged Roswell, N. Mex. Because the cyclone was high and diffused, the weather bureau had not been able to track its course. But the rocket's elevated eye showed it so clearly that weather officials at once opened new discussions with the Navy about the possibility of regular weather reconnaissance by rocket.



ROCKET'S FLIGHT PATTERN shows how photograph was taken. Spinning as it climbed, rocket swept ground below with camera bolted inside. Rocket's curved horizon line corresponds to the rounded upper border of the color photograph. Early sweeps covered land far away from ground zero. But as rocket gradually tipped over on its side, the camera was aimed more directly at ground.



TONY THE TIGER SAYS:

"I'm having my own house party"

WITH SUGAR FROSTED FLAKES

Art: How do you like House Party, Tony?

Tony: Swell, Mr. Linkletter, but I'm running kinda low on Sugar Frosted Flakes... that wonderful sugar frosting is...

Art: I know...

Tony: Oh no you don't—nobody but Kellogg's knows how they make it so good—not even me.

Art: Yes, but...

Tony: No "buts" about it, Art—breakfast's always better with these crackly crisp flakes of corn... In fact, *any time*, they're...

Art and

Tony: GR-R-REAT!

Kellogg's SUGAR FROSTED FLAKES





IN MOROCCAN TOWN OF OUED ZEM, ALMOST DECIMATED BY MASSACRING BERBER TRIBESMEN, A SURVIVING COUPLE PATROLS STREETS WITH SHOTGUNS

TRAIL OF TERROR IN NORTH AFRICA

There had been storm warnings for the French in North Africa: the Arabs for weeks had threatened to riot on what they called the "day of fate," the second anniversary of France's deposition of Moroccan Sultan Ben Youssef. But the French had not been ready for the deluge of bomb-throwing, knife-wielding Arabs and mounted Berber tribesmen that gutted whole city quarters and rained fire and massacre on the villages.

When the French recovered from their first shock, their planes, tanks and soldiers retaliated with almost equal savagery. Man's fury, slashing a blood-wet swath across the French North African territories of Morocco and Algeria, left charred ruins, more than 2,000 French and Arab dead, other thousands wounded and lasting, quaking terror in its wake.

It was less easy to fix responsibility for the tragedy than to measure its repercussions. Premier Edgar Faure's French government was shaken by the crisis. The NATO defenses of Europe were weakened as France sent most of her available troops to North Africa. The U.S. was caught in the middle. Charged by much French opinion with aiding the Arabs, and by the Arabs with aiding the French, it feared for the security of its \$400 million worth of strategic air bases in North Africa.

In the nerve-racked quiet that followed, French men and women went everywhere armed (*above*). As North Africa looked back with stark horror on the violence that had decimated whole towns (*following pages*), it waited aching for the next, possibly even more terrible, catastrophe.



TWO FRENCH SOLDIERS FIRE ON BURNING NATIVE QUARTER OF KHOURIBGA NEAR OUED ZEM WHERE BERBER TRIBESMEN INDISCRIMINATELY SLAUGHTERED



AGHAST, woman relives horror of Oued Zem massacre as the survivors arrive in Casablanca by bus.

STUNNED, women bereaved by Oued Zem tragedy → try to console each other at Casablanca bus depot.





PRO-FRENCH ARABS AND EUROPEAN CIVILIANS

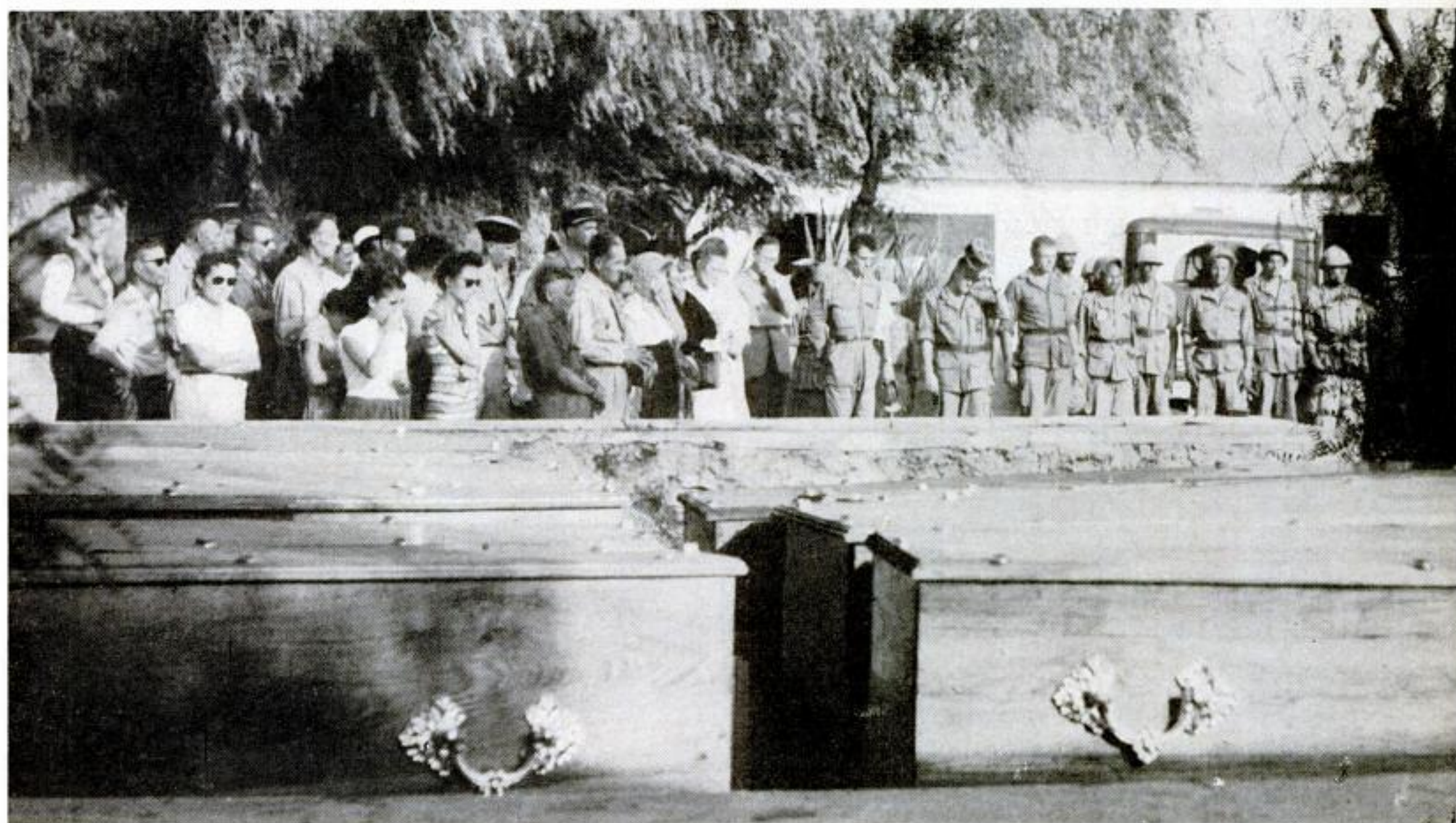
FRONTIER-STYLE WAR, A GHASTLY MASSACRE

In villages of Morocco and Algeria the fighting took the shape of a frontier-style war with burning, sniping and massacre. One of the most ghastly slaughters took place at Oued Zem, a pretty, prosperous town 80 miles inland from Casablanca. Precisely at 9 o'clock on the hot August morning, hitherto peaceful Ouled Aissim Berbers swooped down from the hills. Sealing off escape routes, they swarmed into the town, ravaging it for four hours indiscriminately attacking both French and pro-French Arabs, they slit throats, sliced off noses and tongues, roasted victims in the 60-foot-high fires of cars and houses. They also killed every patient in the town hospital. When the French troops arrived, it was too late: 60 Europeans and 100 Arabs had been massacred.



SACKED HOSPITAL, once well equipped and the pride of Oued Zem, is charred ruin as soldier and

civilians maintain lookout for more trouble. Mob set the hospital afire after first killing the patients.



MASS FUNERAL for Oued Zem massacre victims took place at local French cemetery. One survivor

muttered, "I am ashamed to be French," bitter at the French troops for having arrived too late.

Terror in North Africa CONTINUED

ANGER IN A STREET, REVENGE ON A ROAD



GLOWERING ARAB, captured as French forces combed Casablanca for terrorist suspects on eve of the demonstrations, sits handcuffed in French Foreign Legion jeep which hauled him away to jail.



LOOKING FOR TROUBLE, TEEN-AGE ARAB DEMONSTRATORS CHARGE DOWN STREET IN SECTION ON EDGE

IN ALGERIAN VILLAGE OF AIN-ABID, FRENCH SOLDIER DRAWS BEAD ON FLEEING REBEL LEADER AND FIRES. SHOT KNOCKS REBEL'S HAT INTO AIR AND REBEL





OF CASABLANCA, WAVING MOROCCAN BANNERS AND FORBIDDEN PICTURES OF THEIR DEPOSED SULTAN

FALLS, MORTALLY WOUNDED, AS SOLDIER CLEARS RIFLE. REBEL HAD SNEAKED INTO TOWN TO KILL A MAN WHO ESCAPED HIM IN AN UPRISING THE DAY BEFORE



GUNNING FOR REBELS, native trooper in Casablanca edges around corner. Trooper deliberately presents himself as target for hidden rock-throwing Arabs, hoping to lure them out so he can shoot.



CONTINUED

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CRYING "ASSASSIN, RESIGN!" at Resident General Grandval, French extremists in Rabat, Morocco reinforce their invective with derisive clapping. Incident

took place as Grandval spoke at funeral rites for French General Raymond Duval, who was killed during the violence when his small observation plane crashed.



AREA OF UPRISING is shown in white. Morocco, with eight million people, is a protectorate. Algeria's nine million people are represented in French parliament.

QUARRELS AMONG DIVIDED FRENCH

Gilbert Grandval, 51, a hero of the Maquis and 1945-55 French boss of the Saar, took over as resident general in Morocco two months ago. Many hoped he would gradually undo the old mistakes of French colonial policy, which had seldom kept pace with growing Arab aspirations and had led to bloody riots before (*LIFE*, Aug. 23, 1954). Grandval's plan was to fire the present French-puppet Sultan Moulay Arafat and grant Moroccans more self-government. Premier Faure and moderate Arab leaders seemed to trust in Grandval. But Faure temporized, afraid of the right-wingers in his cabinet. The Arab leaders lost out to their extremists.

After the violence, the French standpatters blamed it all on Grandval and demanded that he go. Heartbroken and ready to quit, Grandval acknowledged, "Sooner or later, you discover what you can and cannot do."



SQUARE FULL OF SOLDIERS stands guard outside the imperial palace in Rabat as Grandval's black Chrysler passes by after General Duval's funeral ceremony.

AGONIZED GRANDVAL tries to bear up at Duval funeral. With him is the son of French-puppet Sultan Moulay Arafat, whom Grandval wanted to have deposed. →





A STRIKE BUSTER BUSTING A STRIKE LEADER

Counterpicketing her husband's pickets in an effort to halt a steel plant strike in Chicago, Esther Quigley, wife of a U.A.W. shop steward, was baited by the local's president, Nick

Prete, who handed her a container of milk "for her children." She threw it at him and was busy gouging his neck (*above*) when police arrested them both for disorderly conduct.



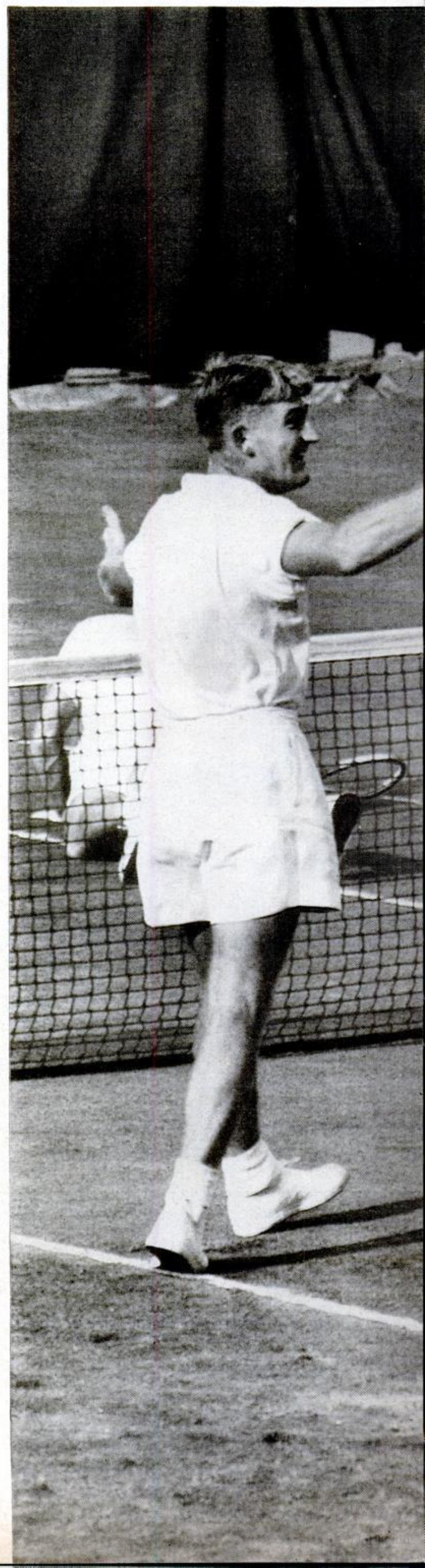
MOURNING AN ARTIST

Under complicated ceramic mural her husband had done, the widow of Fernand Léger, surrounded by friends, mourned him in his studio near Paris. One of the most influential artists of his time, Léger created the "fried egg" abstractions at the U.N. in New York.

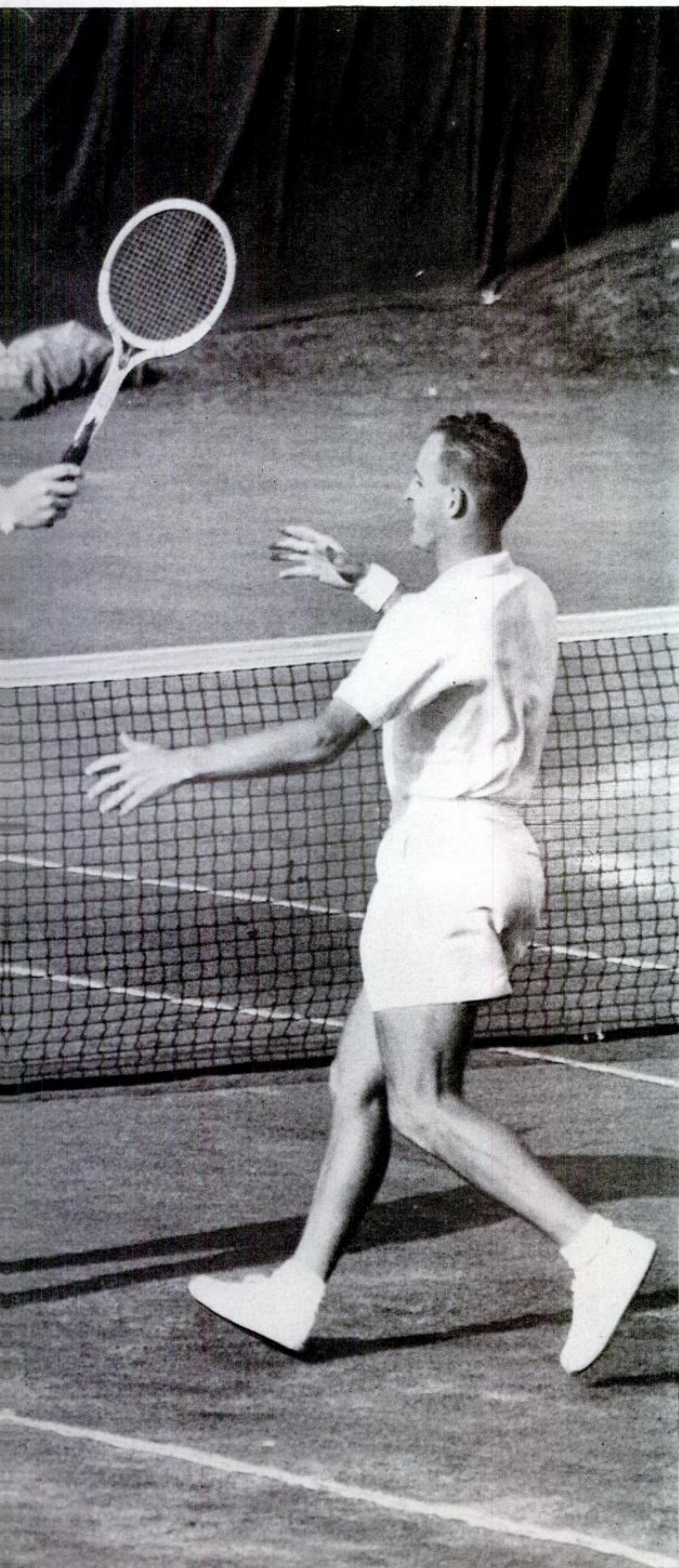
WINNING THE CUP

Australia's Rex Hartwig (*right*) rushes up to embrace doubles partner Lew Hoad as America's Tony Trabert sprawls on ground after vain effort to return the shot that gave Australia the Davis Cup. Both Trabert and his partner, Vic Seixas, had lost first two singles matches.

A LOOK



AT THE WORLD'S WEEK



ATLANTIC ROUND-TRIPPERS

Beaming cheerily, Peter Moneypenny, a navigator, Jack Hackett, his bemustached pilot, and their wives celebrated a smashing flight. The pair had flown a Canberra twin jet bomber from London to New York and back in 14 hours 21 minutes, smashing all records.



VISITORS FROM THE PACIFIC

Japan's Foreign Minister Mamoru Shigemitsu and daughter Hanako (right) reached California and a welcome from Haneko Katsuno, daughter of the consul general (left). The Shigemitsus attended a reception, shook hands with some 400 San Franciscans, next day flew to Washington. His announced intention was to get economic concessions from the U.S.—which he had small chance of getting.



AT AN EXPLODING INDIANA REFINERY, FRUSTRATED FIRE FIGHTERS AND

Weary Standard Oil company firemen using bulldozers (*above*) shove tons of sand into path of fiery oil in Whiting, Ind. after explosion of a huge new gasoline-cracking tower. Men

sought to channel oil with makeshift sand dikes, but explosions of other tanks in the 1,600-acre refinery forced retreat. Even bystanders more than a mile away had to run

from furious heat of exploding tank (*right*). The tower which exploded first held new refining apparatus able to turn out 100-octane aviation gasoline more than twice as fast as most



FLEEING ONLOOKERS

others. Explosion apparently started during the hazardous preheating of an oil and gasoline mixture which must be vaporized and fed into apparatus before refining operation begins.



FRIENDLY TALK IS NOT ENOUGH

Gentlemen may cry peace, but there is no peace.
PATRICK HENRY

In the five weeks since the meeting at the summit a profound and universal wave of hope has filled the hearts of millions. This "spirit of Geneva" is a wholesome thing in itself but it conceals a grave danger. That danger is a growing tendency, both here and abroad, to believe that *peace* has already been achieved when actually the "spirit" itself is *all* that has been achieved. To mistake atmosphere for accomplishment is not only an error. It is also apt, by creating a sort of runaway euphoria, actually to make it more difficult to build a genuine peace. The real test for that will come on Oct. 27 at a new Geneva, when the foreign ministers of the Big Four sit down to see if they can reach any agreement at all on the major problems which still divide them.

Accordingly until there is assurance that the Soviets are willing to make genuine concessions on these problems it is a folly and a mockery to build our hopes too high. If there is any public vice greater than unjustified pessimism it is that of false optimism, for when it reaches a frenzy it may take fantastic forms, some of which are graphically described in a remarkable book, *Extraordinary Popular Delusions and the Madness of Crowds* (e.g., the people of Holland in a craze of speculation on tulip bulbs once bid their price up higher than diamonds). There are signs that this sort of mass hypnosis could arise out of the "Geneva spirit."

At a Soviet embassy party last week in honor of Vladimir Matskevich, chief of the visiting farm delegation, some 400 invited and uninvited guests crushed through the great iron doors. In a fervor reminiscent of the high, heady days of Harry Hopkins and lend-lease, they went munching caviar, sipping champagne and greeting the indefatigably smiling Communist as he stood beneath a huge unsmiling portrait of Josef Stalin. In his farm tour Matskevich had good-naturedly drunk so much lemonade and kissed so many babies that one newsman remarked half seriously that he might get elected to the Senate.

Well, there is no harm in this kind of fellowship, and it can do good so long as it is recognized for what it is—just geniality and nothing more. The American farm experts visiting the Soviet Union had much the same sort of experience, and came back feeling that the trip helped each side get a better understanding of the other's peoples. We are all for that, and for more of it. But one hardly expects to find some members of a sophisticated audience like the National Press Club applauding Matskevich when he told it "the people are the boss in Russia." Much less can one understand the sort of fatuousness displayed by Louisiana's Senator Allen Ellender in his own current visit to Moscow. At a time when millions of people in satellite nations are still enslaved by a Soviet-enforced Communist rule, Ellender went to a banquet at the puppet Romanian embassy to join the Politburo in toasting the 11th anniversary of Romania's "liberation" (i.e., Soviet occupation). When a newsman asked Ellender if he had heard that the American Federation of Labor had declined an invitation to visit Russia because it has no free unions, Ellender snapped, "I don't care about that, they can talk all they want." If the unionists came, he added, "they might see things in a different light." Ellender himself was so dazzled by the shimmering Moscow light that he planned to ask Congress to send a large delegation on a similar visit next year, and also invite the Politburo to visit Congress. One gets a feeling of walking in on a revival of the movie *Mission to Moscow* in which beamish Joseph E. Davies conquered the Kremlin with goodwill and frozen cream.

If anyone doubts that this euphoria can be dangerous, consider what has already happened. Even level-headed people, and some of them in high-level places, are forgetting that it is only because the free world has grown strong that the Communists are talking more gently. Yet, though strength is what brought results, some people are now foolish enough to believe that the "spirit of Geneva" justifies reducing this strength. Even a member of President Eisenhower's Cabinet has suggested privately that our defense budget can now be cut. And NATO nations are talking of scaling down their arms plans and postponing their target dates.

Such phenomena show how profitable their cost-free "geniality" can be to the Communists. And the Western people's uncritical acceptance of it has dismayed the captive peoples who, looking at photos of East-West camaraderie at Bulganin's country picnic, assume that the West is buying a "peace" on Russian terms—the status quo of oppression. It was therefore desirable for President Eisenhower to issue the double reminder which he did last week, that runaway optimism is premature, and that true peace cannot come out of acquiescing in oppression, for then: "In the judgment of history we would have sold out the freedom of men for the pottage of a false peace." He pointed out other stubborn facts obscured by the giddy haze of the "Geneva spirit" jag—continued Communist subversion of free nations, continued division of Germany as a major threat to Europe's peace, continued Soviet military occupation of other nations despite peace treaties which promised to end it. To call attention to these realities is not to demand an end to the friendlier spirit.

The free world can, and must, meet every honest step the Soviets prove willing to take to establish conditions where a genuine peace—which means a just peace—can be established. And the nature of these conditions is clear.

► First and foremost, because it is a chronic danger to peace, the division of Germany must be ended, and free elections permitted. If the Soviet is willing to grant this, the U.S. ought to be, and evidently is, prepared to guarantee Russia's own legitimate security needs by an unqualified commitment to fight any renewed German aggression.

► Second, and in the long run more important, is the question of disarming enough to remove the danger that either side might stumble into war through blind fear. The key to that is inspection, and Eisenhower has already made a dramatic proposal for accomplishing it by mutual aerial reconnaissance. What the Soviets do about that, or propose as an alternative, is another test of their sincerity.

► Third, and finally, is the question of ending an occupation of Eastern Europe which can no longer be justified on security grounds, especially if Europe's own security is guaranteed by joint U.S.-Soviet underwriting. It is probably too much to hope that we can bring about very soon an end of the local Communist dictatorships in those countries, but if the Soviets will remove the troops that keep them in power the peoples themselves may be able to express their own wills.

If substantial progress can be made upon these lines, the U.S. and Russia can indeed become fellow travelers on the road to peace. We could then accept the "competitive coexistence" of the rival systems, before the world's millions who, as the President said, would be the jury deciding which does most for mankind. But unless and until we get this sort of friendly rivalry, it is foolish to regard the "Geneva spirit" as anything more than a token payment—and a small one at that—on the solid goods of real peace. The only "accomplishment" of Geneva is to create a climate in which *real* accomplishments *may* be accomplished.



Eating out tonight? Outdoors, that is ...



*M'm! M'm!
Good!
Hot Soup!*

Cooking out tonight? Why not start with part of the hard work done. Let Campbell's cook your first course — smooth and fragrant Tomato Soup!

In four quick minutes you can fill a lot of cups with a cheery round of nourishment—and win a pleasant round of cheers!

For the famous Campbell's Tomatoes are packed with honest goodness. And the soup-making skill of the Campbell chefs has made this single soup one of

America's all-time favorites.

Here's another thing to do with Tomato Soup. Make a new soup from two soups. Combine Tomato Soup with Green Pea—that's Purée Mongole. Or blend Tomato and Mushroom. Use your imagination—let Campbell's do the work!

You could be famous for it!



YOUR BODY NEEDS ...

PROTEINS—for upkeep and growth
VITAMINS and MINERALS—for vitality
CARBOHYDRATES—for energy
LIQUIDS—for your well-being

A VARIETY OF SOUPS SUPPLIES THEM ALL

Once a day ... every day ... SOUP!



**10 quick
to**

**Nutritious and economical, too—
with Armour Star Meats-in-a-Tin**



With school days here again, perhaps you're asking yourself: "What shall I serve the youngsters for lunch?"

Well, here are 10 scrumptious suggestions in answer to your question!

Quick because they're made with ready-to-serve Armour Star Meats-in-a-Tin. *Nourishing* because they're high in the protein that

children need daily. And *delicious* because Armour puts in lots of fine meat, and cooks it slowly at moderate temperatures—just the way you would yourself.

So—on your next shopping trip, get several of these Armour Star Meats-in-a-Tin. And try these appetizing ways to serve them to your children.

Hearty back-to-school lunches!



Tempting after-school snacks!

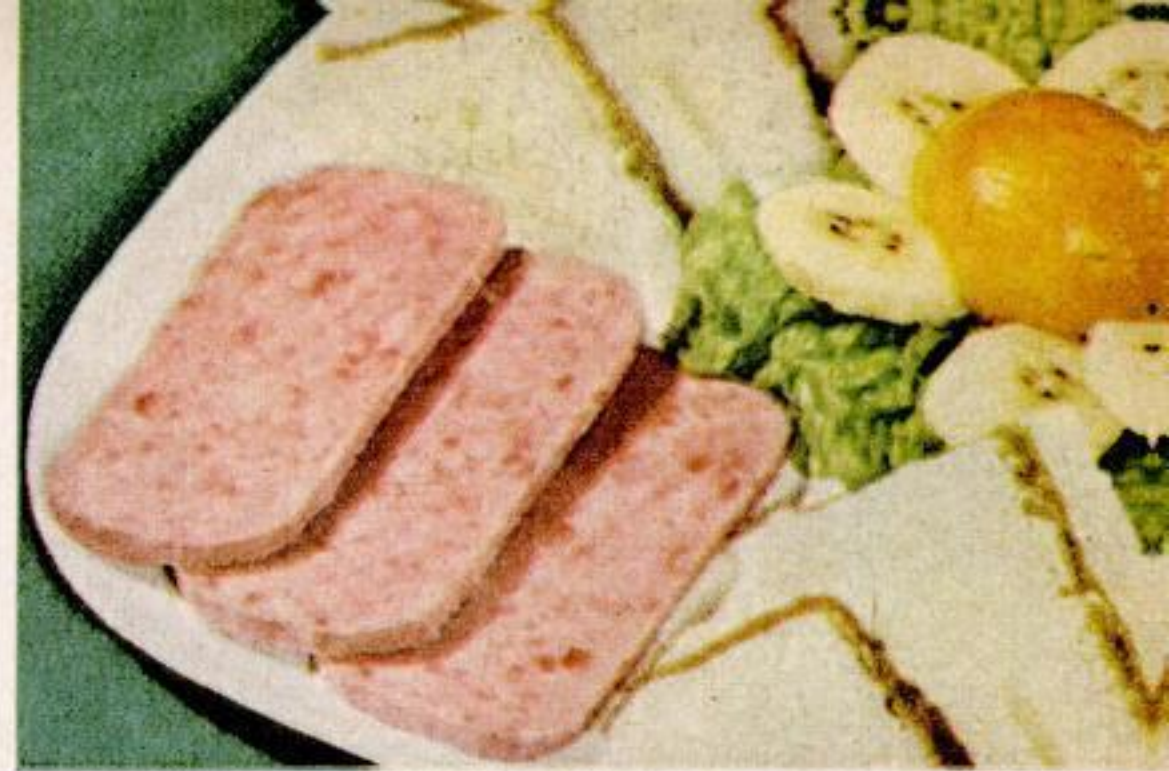




Armour Star Vienna Sausage—Little franks that look so different, it's easy to make an attractive luncheon plate with them. And they're all meat—all Armour meat—lean beef and flavorful pork. Serve hot or cold.



Armour Star Corned Beef Hash—Lots of lean Armour corned beef makes it America's favorite hash. Fun to heat in the oven in individual casseroles, top with slice of hard-cooked egg and few spoonfuls of pickle relish.



Armour Star Treet—A pretty luncheon plate, so easy a child could fix it. Generous slices of Armour Star Treet—all ham and pork, cooked and ready to eat. Serve with peanut butter sandwiches and salad.

delicious meat lunches satisfy a child's appetite



Armour Star Chili—A real pick-up lunch. Mildly seasoned—not too spicy for older children. And you'll be glad to know: nearly half-a-pound of tender beef goes into making every tin! Serve with crackers 'n' butter.



Armour Star Beef Stew—All the meat is braised Armour beef chuck—like you'd choose yourself. Plus sweet tender carrots and firm white potatoes, all in a rich beef gravy. Serve piping hot in little individual casseroles.



Armour Star Deviled Ham—Cute "funny-face" snacks. Spread Armour Star Deviled Ham on bread. Use plenty—it comes in a generous 3¼-oz. tin. Use stuffed olives for eyes and nose—celery for mouth and eyebrows.



Armour Star Corned Beef—A wonderful sandwich: lean, tender, Armour corned beef—and cabbage!—cabbage as cole slaw. And Armour Star Corned Beef is mild and sweet—yet has a zesty flavor all its own.



Armour Star Chopped Ham—The all-American favorite, ham 'n' cheese, at its best! Because Armour Star Chopped Ham is all sugar-cured Armour ham. No bone, no waste—cooked and ready to eat. Delicious with cheese.



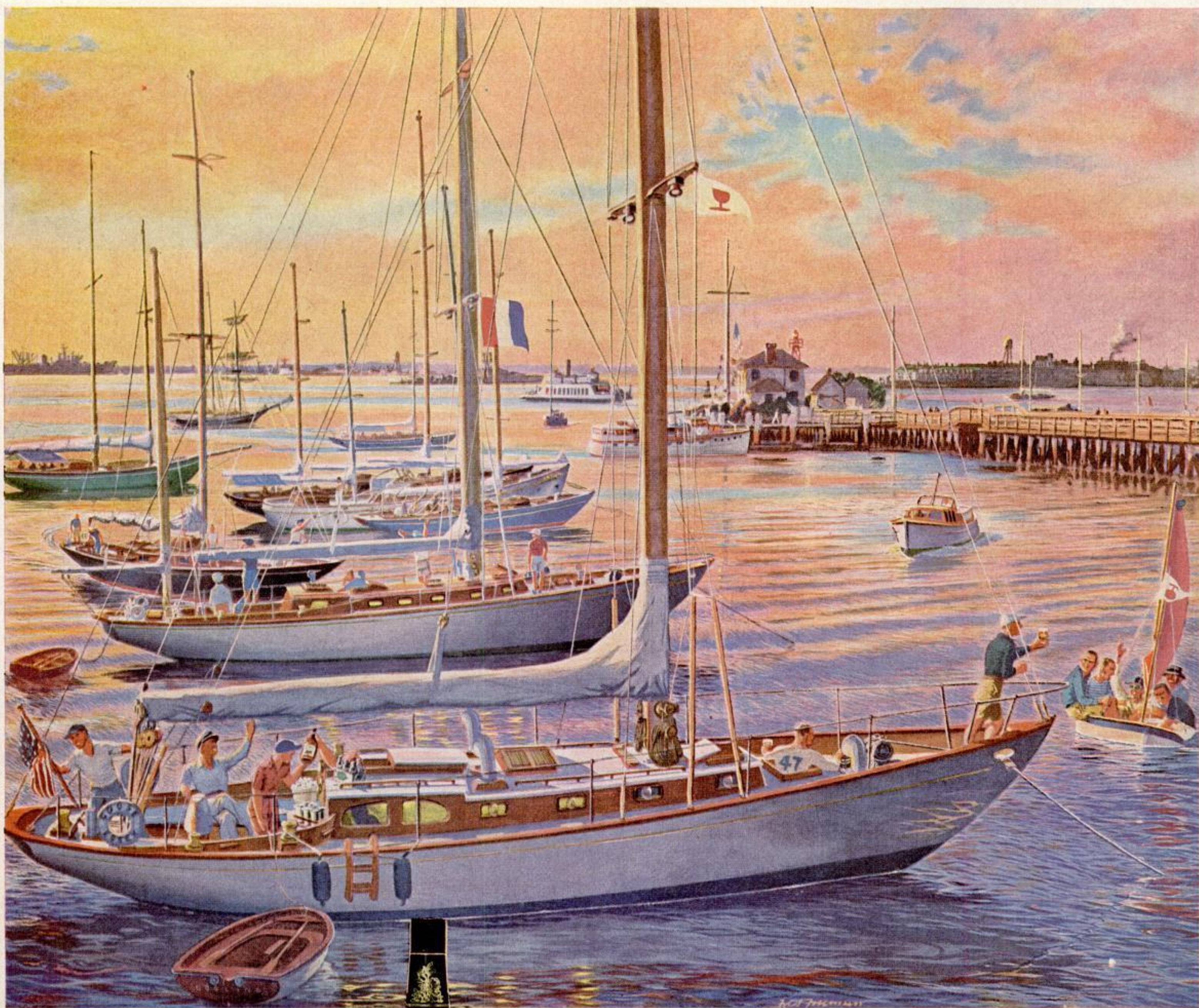
Armour Star Spaghetti With Meat—Tender but firm spaghetti with lots of braised lean Armour beef in a rich tomato sauce. Sprinkled with grated cheese, it's a "deluxe" dish for the young teenage crowd.



Armour Star Chopped Beef—new!—lean, tender Armour beef, cooked and ready to eat. Make barbecued-beef-on-a-bun in 5 minutes. Just brush slices with barbecue sauce, broil 5 minutes and serve. Yummy!



*It's
Four Roses time
in Newport*



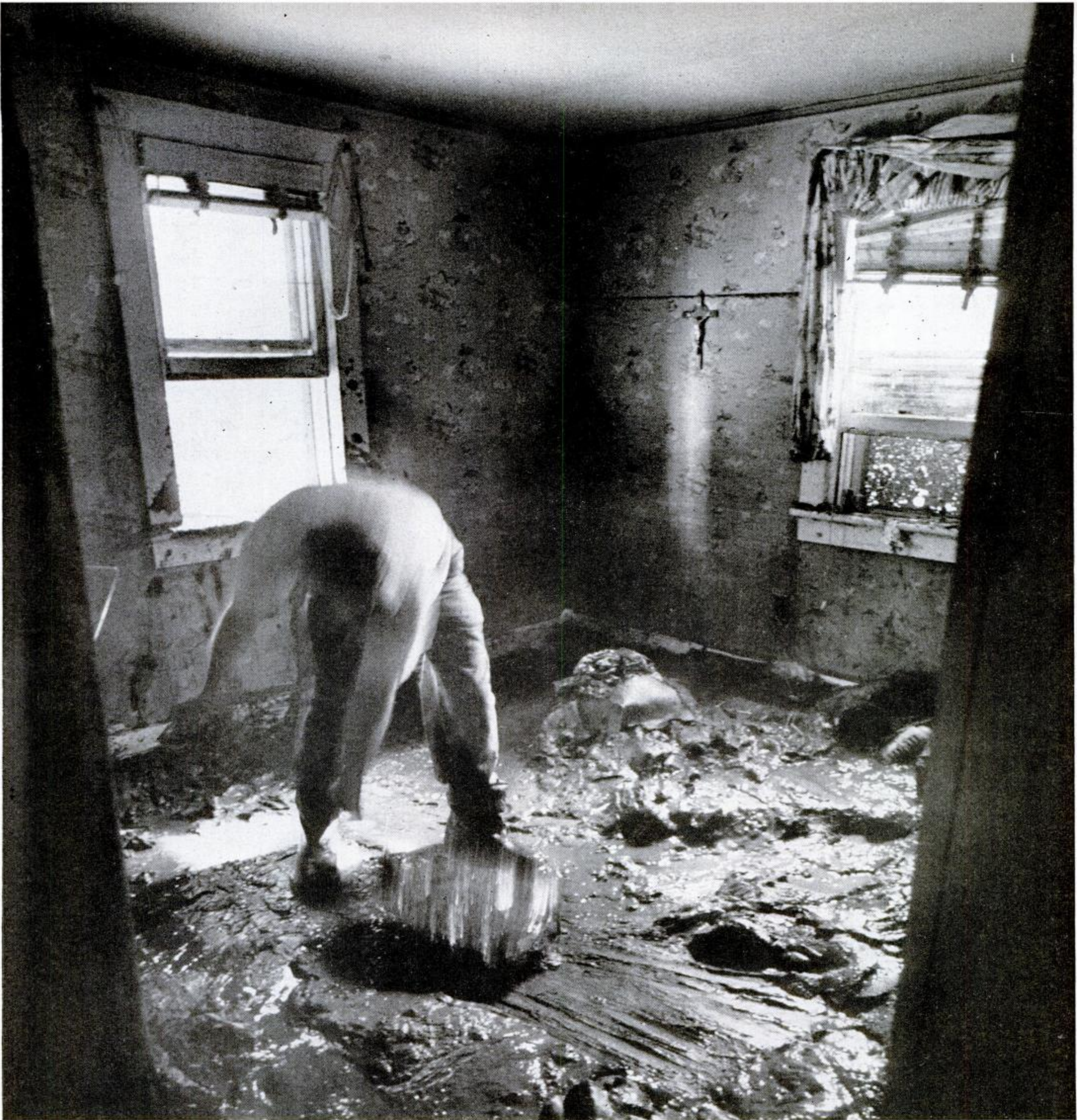
SUNSET ON NARRAGANSETT BAY

No other whiskey
can match the flavor
of Four Roses



The cocktail flag's going up at Narragansett Bay is Newport's way of saying: "It's Four Roses time." Here, as everywhere, people get a special pleasure from a drink made with this superb whiskey. For Four Roses has a distinctive flavor . . . a rare smoothness and mellowness . . . that makes this fine American whiskey superior to all others.

FRANKFORT DISTILLERS CO., N.Y.C. BLENDED WHISKEY. 86.8 PROOF. 60% GRAIN NEUTRAL SPIRITS.



SHOVELING OUT SILT, AN EAST STROUDSBURG, PA. MAN BEGINS RESTORING ORDER TO HIS HOME. WATER REACHED TOP OF THE CRUCIFIX ON BEDROOM WALL

WAKE OF THE DELUGE

Northeast starts cleanup after costliest flood

The flood waters fell back at last into the orderliness of rivers, leaving exposed mud-sodden wreckage in six northeastern states. Only then could the full accounting begin. It was the costliest flood in U.S. history, the property damage estimated at \$1.6 billion. The hurricane-spawned deluge had obliterated or immobilized close to 200 large factories, wiped out thousands of businesses and demolished uncounted miles of highways and railroads. It had ruined or damaged over 20,000 homes. And it had taken nearly 200 lives, with scores still missing many days later.

After a flight over the disaster areas, President Eisenhower ordered federal agencies to expedite help and called upon Americans to give generously to flood relief. He also authorized nearly \$1 billion in Office of Defense Mobilization loans to stricken defense plants. As the stupendous task of repairing industries got under way, the people who had suffered started clearing the mud out of their homes and the debris from their streets and trying to salvage what was left of their towns (*next pages*).



GRAVE GOVERNOR, Connecticut's Abraham Ribicoff (*white hat*), asks owner (*in T-shirt*) of damaged factory whether he will rebuild, is told, "I'm no quitter."

Get ALL the
Performance
your car can give



HIGHEST OCTANE PERFORMANCE

See the difference . . . in faster, easier starts and smoother, stall-free performance in any weather. Feel the difference in power as Veedol 10-30 cuts down octane-robbing carbon deposits to give you highest octane performance. Save the difference in gasoline mileage . . . as much as 40 extra miles per tankful. Change now to the world's most famous motor oil—Veedol 10-30!

TIDE WATER ASSOCIATED OIL COMPANY
SAN FRANCISCO • TULSA • HOUSTON • NEW YORK



Wake of Deluge CONTINUED

A TREMENDOUS TASK FOR TORN-UP TOWNS



REPLACING A BRIDGE at Torrington, Conn., National Guard Engineers put up Army-type Bailey

structure next to ruined span between two sections of the town divided by rampaging Naugatuck River.



← **A CITY IN SHAMBLES**, Waterbury, Conn. faces enormous cleanup task. At left, the search goes on

for bodies where boxcars slammed against a house. Above, building lies on its side on a main street.

CONTINUED

31



REFUGEES FROM FLOOD in Stroudsburg, Pa. are still bedded down in makeshift dormitory in Methodist church basement five days after the disaster. Under

an 8 p.m. curfew they could visit their ruined or damaged homes only during daylight. Most of the state's nearly 100 deaths occurred in the Stroudsburg area.



DATE WITH A

Hurricane!

She arrived about a year ago. We at Western Electric had been keeping a wary eye on her ever since she was a spoiled kid, kicking up her heels around the Caribbean. Though we were more than 1,000 miles away at our headquarters in New York City, we were listening to the weather reports and following her every twist and turn on a big wall map.

Then, when she lit out for more worlds to conquer, we had a feeling New England was in for it . . . and that telephone service, which is more vital than ever in such an emergency, was going to be hit pretty hard.

We alerted our distribution centers throughout the East to stand by for emergency shipments to the threatened telephone companies. We talked with our manufacturing plants in Illinois, in New Jersey, in Maryland, in half a dozen other states to be sure they could quickly step up delivery of replacement materials . . . wire, cable, switching equipment . . . the things that might be needed to replenish a drain on stockpiles.

Most of these supplies were originally scheduled for delivery anywhere from six weeks to six months from now. But a hurricane doesn't wait.

And she didn't. She swept up the coast like a giant broom . . . ripping and tearing through town after town.

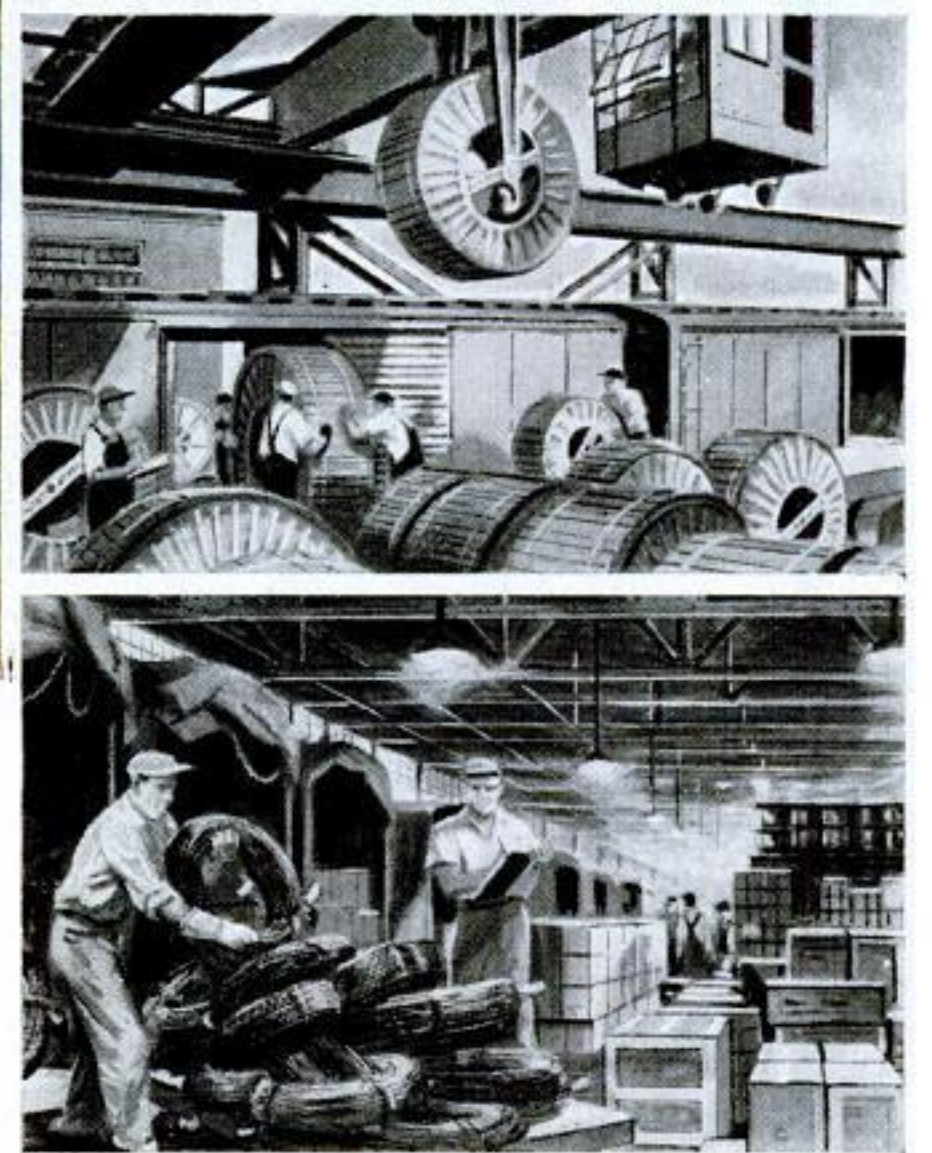
Help came fast. The State Police cleared the way. And right along with the Red Cross and other disaster relief people rode a task force of experienced linemen and installers . . . called into action from neighboring Bell telephone companies.

When they got there, much of our equipment was ready and waiting . . . standardized Western Electric equipment . . . the very same kind of stuff used on the job back home . . . equipment they already knew how to install . . . repair . . . operate.

How long did it take to restore service to the 295,000 telephones that were knocked out

by that one hurricane? Some were back in service in a matter of hours, thousands in the first couple of days. All were back within five days . . . thanks to a real team effort.

Every day of the year — trouble or no — Western Electric is able to do its job efficiently because it is an integral part of the Bell System. Being part of the System enables us — the manufacturing unit — to work closely with Bell Laboratories people who design the equipment and Bell telephone people who operate it. All working together, we provide you with dependable daily service. And when disaster strikes, the same teamwork gets service back to normal in the shortest possible time.



Western Electric

MANUFACTURING AND SUPPLY  UNIT OF THE BELL SYSTEM



Stunt drivers race to "wall of fire" — slam on brakes!

This test separates the men from the boys! On a slippery, water-soaked straightaway we built a barrier; soaked it with gasoline—set it afire. Then two Death Dodgers—one driving a car equipped with Tubeless DeLuxe Super-Cushions; the other,

a car with last year's conventional-tread tires—roared toward this wall of flames. Down this wet, slippery road they flashed—30...40...50 m.p.h.

When the cars crossed the signalline, both drivers slammed on the brakes. The car equipped with

Tubeless DeLuxe Super-Cushions came to a safe, straightline stop 6 feet from the blazing barrier; the other went skidding through! Dramatic proof that new Tubeless DeLuxe Super-Cushions give you traction you can count on—and stop on!

MORE PEOPLE RIDE ON GOODYEAR TIRES THAN ON ANY OTHER KIND!



Look for this sign; there's a Goodyear dealer near you.

Tubeless DeLuxe Super-Cushion by

All-New Tubeless Super-Cushions give you **15% MORE TRACTION...SAFER STOPS!**

Goodyear's exclusive 3-T Cord and Grip-Seal construction make possible **this ultra-modern tubeless tire!**

There's safety in these numbers: Thousands of nonskid edges and hundreds of deep-cut Stop-Notches stand guard between you and a dangerous skid. And this new tread design lets you brake gently to swifter, safer stops.

Improved traction is only a part of this tire's greatness, for beneath its advanced tread design is the stoutest heart on the highway—its mighty body of 3-T Cord made with Goodyear's Grip-Seal construction.

In its exclusive 3-T process, Goodyear triple tempers tough cord sinews and integrates them with improved rubber compounds under Tension, Temperature and Time to produce a tubeless tire body that's completely airtight—the most durable ever made!

You get greater protection against blowouts!

Any tire may blow out if it is cut through or severely damaged. But naturally the tire with the most durable cord offers you the greatest protection against cuts and bruises that start fabric breaks—the most common cause of blowouts. Goodyear's exclusive 3-T Cord is so tough that breaks grow slowly.

Instead of a sudden, dangerous blowout, you get a gradual, harmless loss of air, the tire goes flat slowly, harmlessly.

Why not bring your car up-to-date? These Tubeless DeLuxe Super-Cushion tires will fit your present wheels. Your Goodyear dealer will buy all the unused mileage in your present tires. See him today—you'll be miles ahead.

It's the choice of leading car makers... make it your choice, too!



Puncture flats reduced 80%! Taxi fleet owners report that in more than 80 million miles of service, they have reduced puncture flats 80% with the new Tubeless Super-Cushions. 3-T Cord and Grip-Seal construction grip nails like a vise. In ordinary driving, the air stays locked in until you remove the nail at your convenience.



Smoother, quieter ride! New tread design greatly reduces tire squeal and hum. Goodyear's great new Tubeless DeLuxe Super-Cushions coddle you with a softer, smoother, quieter ride. Lighter in weight, they build up less tire-destroying heat. New flatter tread design makes every notch and groove share the wear evenly—gives up to 12% more mileage.



This ultra-modern tubeless tire costs no more than a standard tire and tube!

This great new tubeless tire is available in either 3-T Rayon or Nylon Cord. This new tread design is also available in a conventional tire that uses a tube. Goodyear, Akron 16, Ohio.

GOODYEAR

Super-Cushion, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio

You Buy the Dinner We'll Buy You the Pie*

*We'll mail you 35¢

when you try a Swanson TV Dinner and a package of Swanson Fruit Pies—the cherry and apple pies with Swanson's crispy crust and no artificial gelatin filling.

1. Buy one of the specially-marked Swanson TV Dinners and a package of Swanson Fruit Pies.
2. Sign your name and address to the certificate you'll find inside the TV Dinner package and send it, together with the end flaps from the fruit pie package, to: C. A. Swanson & Sons, Dept. 35, Omaha 8, Nebraska.

3. We'll promptly mail you 35¢, which more than pays for your package of Swanson Pies.

Offer limited 1 to a family. Expires Nov. 1, 1955.



Ready in 25 minutes . . . turkey dinner and all the trimmings.
No thawing necessary with scrumptious Swanson Individual TV Dinners—Turkey, Beef Pot Roast, and Fried Chicken. Try 'em all!

By the makers of Campbell's Soups

C. A. SWANSON & SONS • OMAHA 8, NEBRASKA

Swanson TV® Dinners 



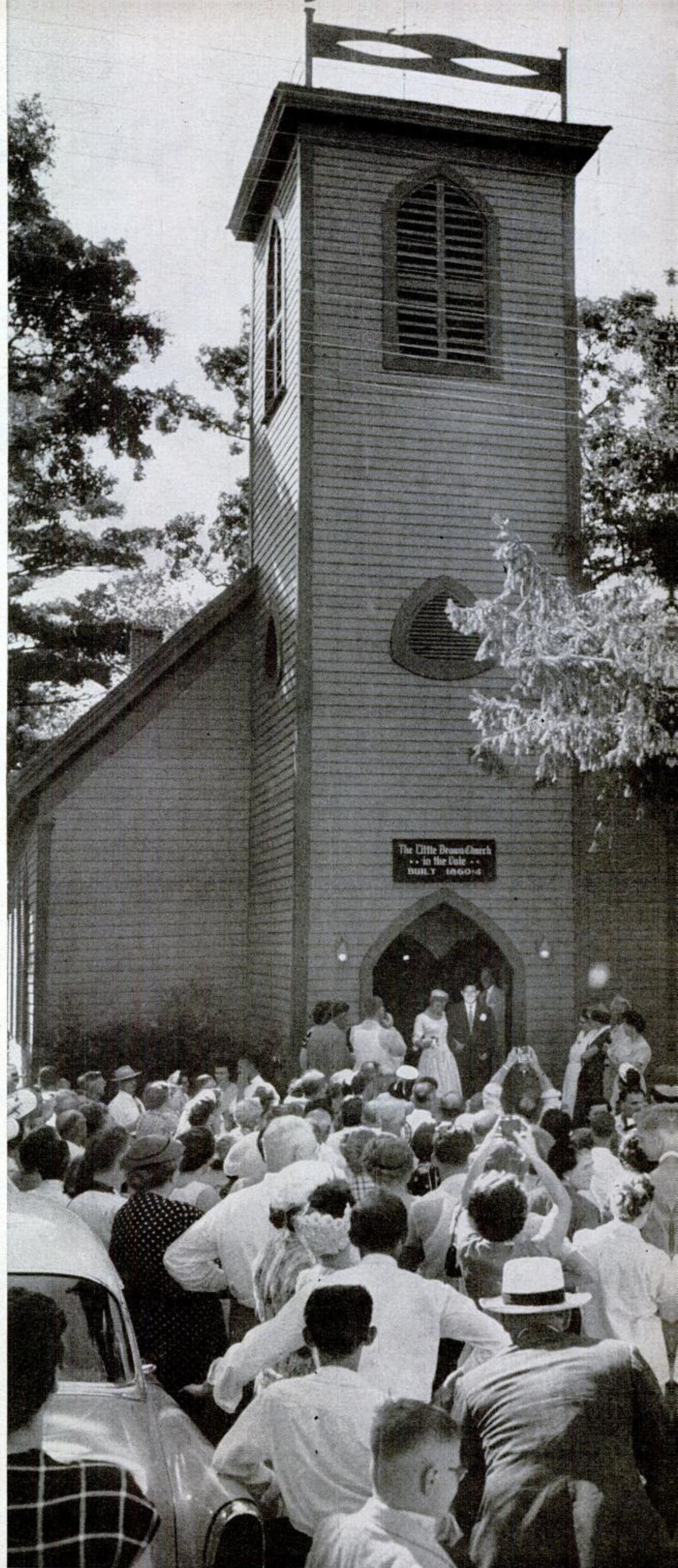
FAMOUS SONG was published in 1865, was sung locally until the Weatherwax Brothers popularized it in 1911. Composer Pitts became a prosperous dentist.

BACK TO THE CHURCH BY THE WILDWOOD

Couples return for congregation's centennial

"Come to the church by the wildwood . . . Oh, come to the church in the vale." These lines, sung by generations of Americans who never dreamed that there really was a church in a vale, have attracted tens of thousands of visitors to a little brown Congregational edifice in a woodsy spot near Nashua, Iowa. Some 28,000 couples have gone there to be married, and this year, invited to help celebrate the congregation's 100th birthday, 350 couples have come to revisit the scene of their wedding and renew their marriage vows in special ceremonies.

The song about the church was written before the church was built. In 1857 a young man named William Pitts, passing through Nashua, saw the vale and was so taken by it that he composed his song. He did not publish it until, back in Iowa a few years later, he found a church going up on the spot—and painted brown because brown paint was cheapest. Around 1911 when the Weatherwax Quartet started singing it on the Chautauqua circuit the song became nationally famous as did the church.

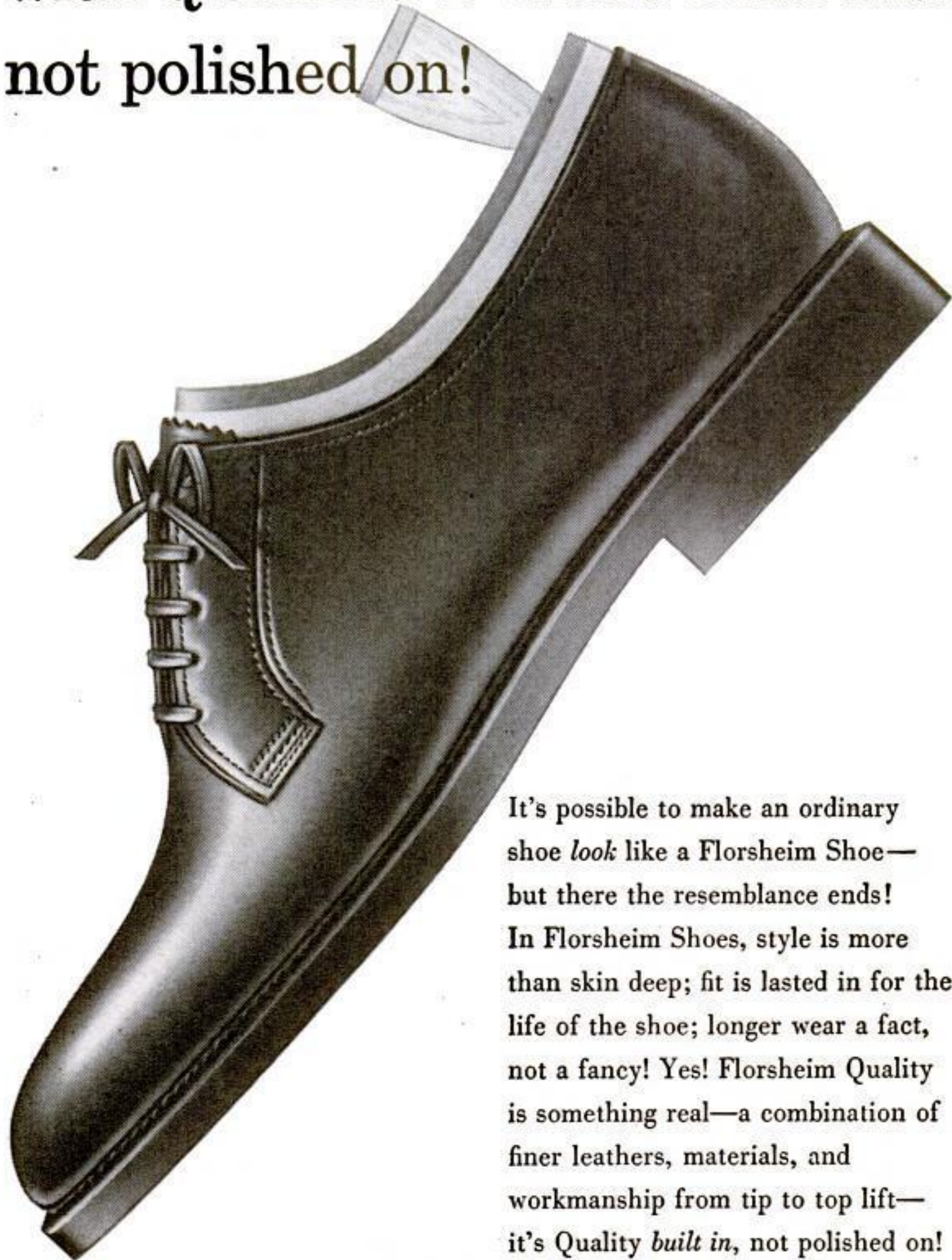


THE LITTLE BROWN CHURCH is still brown, the quiet, rural woodland vale has not changed. Here couples who revisited the church watch a wedding.

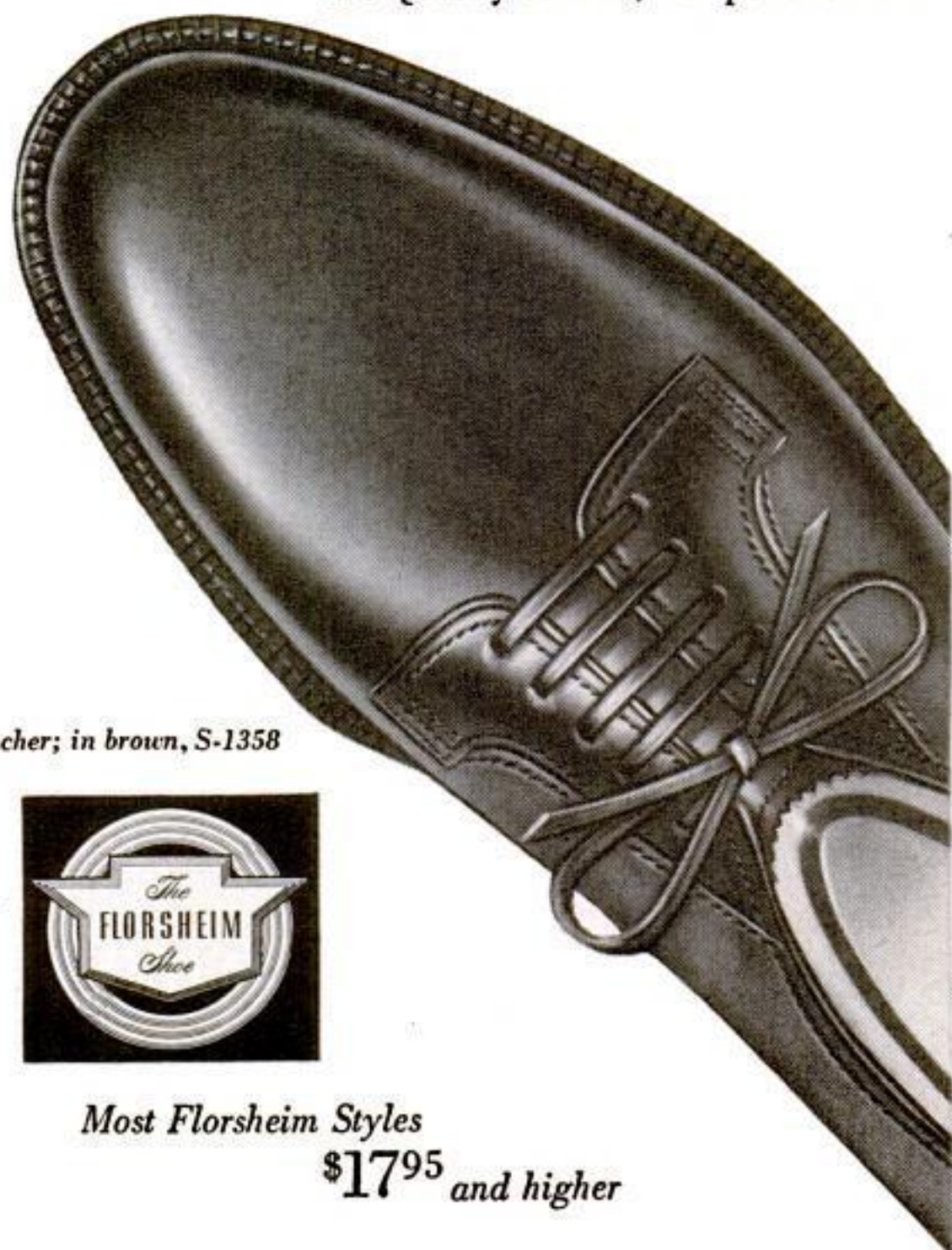
WEDDING PARTY pauses at door as newlyweds Ernest and Reita Arndt of Des Moines, Iowa toll bell in traditional ceremony.

Florsheim Shoes

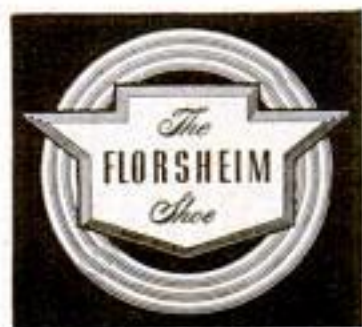
with *QUALITY* that's built in...
not polished on!



It's possible to make an ordinary shoe *look* like a Florsheim Shoe—but there the resemblance ends! In Florsheim Shoes, style is more than skin deep; fit is lasted in for the life of the shoe; longer wear a fact, not a fancy! Yes! Florsheim Quality is something real—a combination of finer leathers, materials, and workmanship from tip to top lift—it's Quality *built in*, not polished on!



The VIKING, S-1596;
black cordovan plain toe blucher; in brown, S-1358



Most Florsheim Styles
\$17⁹⁵ and higher

The Florsheim Shoe Company • Chicago 6 • Makers of fine shoes for men and women

Back to the Church CONTINUED

THE WEDDING SCENE REVISITED



JUST DROVE OVER

Mr. and Mrs. Harlin Fisher were married in 1928. They had heard so much about the church they just drove over from nearby Oskaloosa one afternoon. The minister happened to be there so they got married. Below are Fishers at church visit this summer.



NERVOUS HUSBAND

George L. Johnson, a farmer of Lancaster, Wis., and his wife Alice came from Wisconsin to be married in 1929 (*left*). He remembers that he was so excited after wedding he forgot to pay the minister—"But he didn't let me get away." They have two daughters.



CONTINUED

We bought the ONE heating system that
GUARANTEES comfort with \$1000 Bond



exclusive **Coleman** *Blend-Air*® heating system



Warm floors—NO drafts! Coleman's exclusive Blend-Air system gives the best temperature control ever developed—uniform from wall-to-wall and floor-to-ceiling. Heat can't "stack"—even in homes with high ceilings! That's why *only* Coleman can offer you this \$1000 warranty bond to guarantee your comfort.



Exclusive blenders are the secret. Unlike ordinary registers, Coleman blenders mix fresh hot air with room air—then release it at ideal comfort temperature. NO blasts of heat—instead constant, gentle circulation. In addition, each blender may be regulated separately to give individual temperature control in each room.



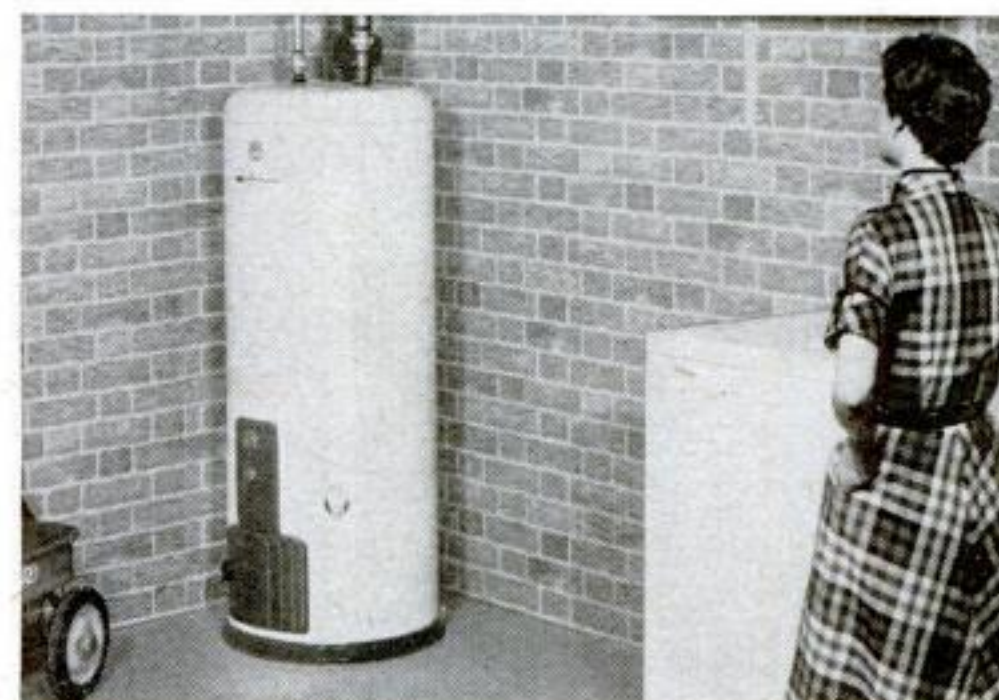
Easiest perimeter heating to install. 3½-inch round ducts fit in the walls between normal stud spaces—no costly remodeling or alterations needed. Pre-engineered parts save on installation. Blenders for wall, baseboard, floor or ceiling—give the most versatile perimeter heating in *any* home, with or without a basement.



Install anywhere. Blend-Air furnaces fit in basement, attic, under-floor crawlspace, closet or utility room. May be installed with the complete Blend-Air system, or with present ductwork to replace your old furnace. Exclusive burner designs and heat exchangers save fuel. Gas, oil or LP-Gas models, for any size home.



Add Blend-Air Conditioning anytime—proved **LOWEST** in operating cost. Uses up to 97% less water than ordinary water-cooled systems—up to 25% less electricity than ordinary air-cooled systems. Wrings out twice as much moisture for dry-cool comfort. Economical to install—works through same ducts as heating.



All the rust-free hot water you need—always on tap, with a Coleman Vit-Rock Gas Water Heater. You get over 200 gallons of hot water daily from the smallest model! Can't rust, ever—because solid rock lining separates water and metal. Guaranteed by Coleman's 10-year warranty and exclusive \$500 bond!

See your Coleman dealer (listed in the yellow pages of your phone book) or mail coupon today!

EASY TO OWN: Blend-Air heating low as \$3.30 per month; Blend-Air cooling, low as \$6.60 per month; Blend-Air heating and cooling, low as \$9.90 per month—based on "open end" mortgage financing available in most areas. Also easy FHA terms.



The Coleman Company, Inc.
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Since 1900—makers of lamps, lanterns, camp stoves, home heating and air conditioning

THE COLEMAN COMPANY, INC.
 Dept. L-103, Wichita 1, Kansas

We're planning to ☐ modernize our present home; ☐ build a new home. Without obligation to me, please send information on:

- ☐ Oil or ☐ Gas Blend-Air Heating
☐ Blend-Air Conditioning ☐ Vit-Rock Gas Water Heaters

Name _____

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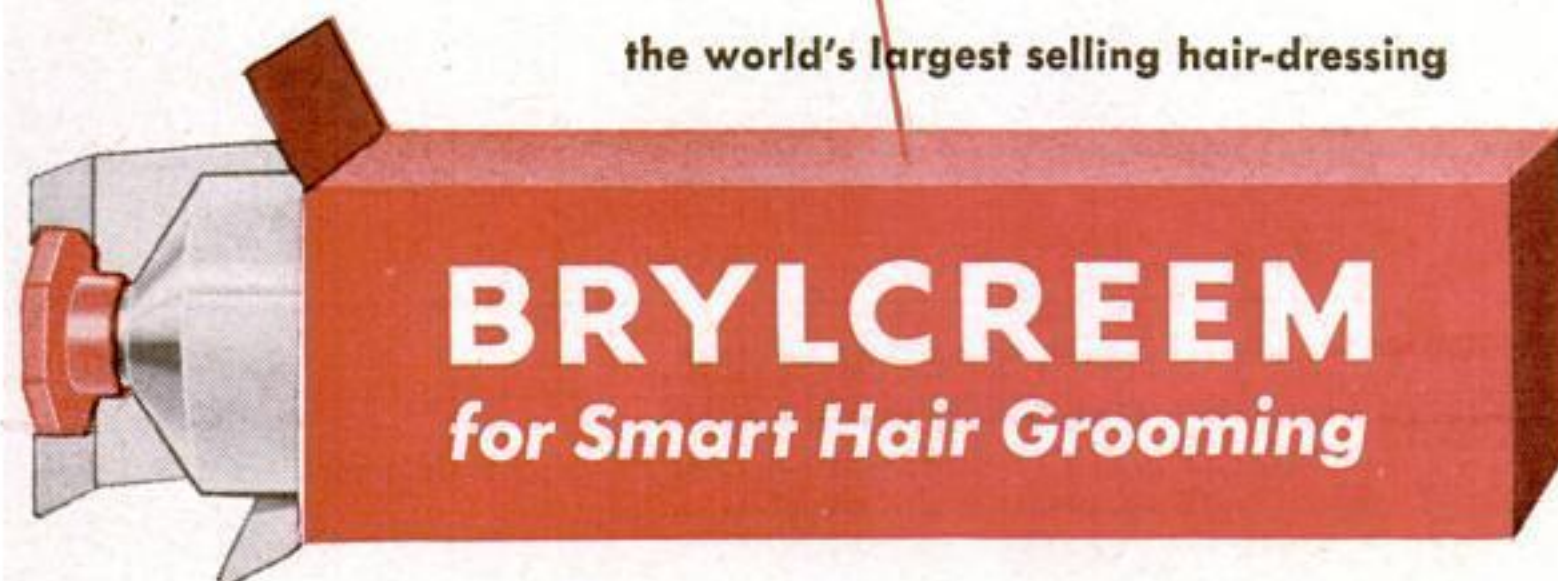
THE SMART LOOK IS THE **BRYLCREEM** LOOK!



Instantly, Brylcreem improves your appearance. With the first application, your hair looks richer, healthier—more attractive! It's not greasy, not messy—*really* not greasy not messy; keeps your hair in place all day, looking soft and natural.

Brylcreem also *conditions* as it grooms . . . with massage relieves dryness and loose dandruff; leaves your hair and scalp clean, fresh, healthy-looking. So—try Brylcreem today. See how it keeps your hair lustrous and immaculate all day long. You'll soon discover why it's the world's largest selling hair dressing . . . why men buy over 50,000,000 packages a year! In tubes and jars—at drug counters everywhere!

the world's largest selling hair-dressing



the rich cream that's

Not Greasy - Not Messy!

Back to the Church CONTINUED



SHORT HONEYMOON

Mr. and Mrs. William H. Nicholas of Mason City, Iowa were married in 1921 (*left*). Mr. Nicholas, a turkey raiser, was lieutenant governor of Iowa from 1951 to '53. They took a quick two-day honeymoon because they had to get home to their poultry.



SECRETLY MARRIED

The Alfred R. Parrishes arrived from Chicago in 1932 (*left*) to be secretly married. Mrs. Parrish, a nurse, would have lost her job if the hospital found out. In Depression years the Parrishes needed both incomes. Parrishes today live in Kansas City, Mo.



NEW CARNATION INSTANT

● Magic Crystals are the secret of the Instant that's delicious for drinking!



*...fastest
mixing too!*

THERE IS NO OTHER like new Carnation Instant — the one and only Magic Crystals milk discovery.

MAGIC CRYSTALS burst into delicious, fresh-flavor nonfat milk instantly, even in ice-cold water. No shaking, no lumps, no foam.

FRESH MILK FLAVOR, ALWAYS HANDY... Carnation Instant brings you true, fresh milk flavor sealed in Magic Crystals. You unlock the fresh flavor *each time*.

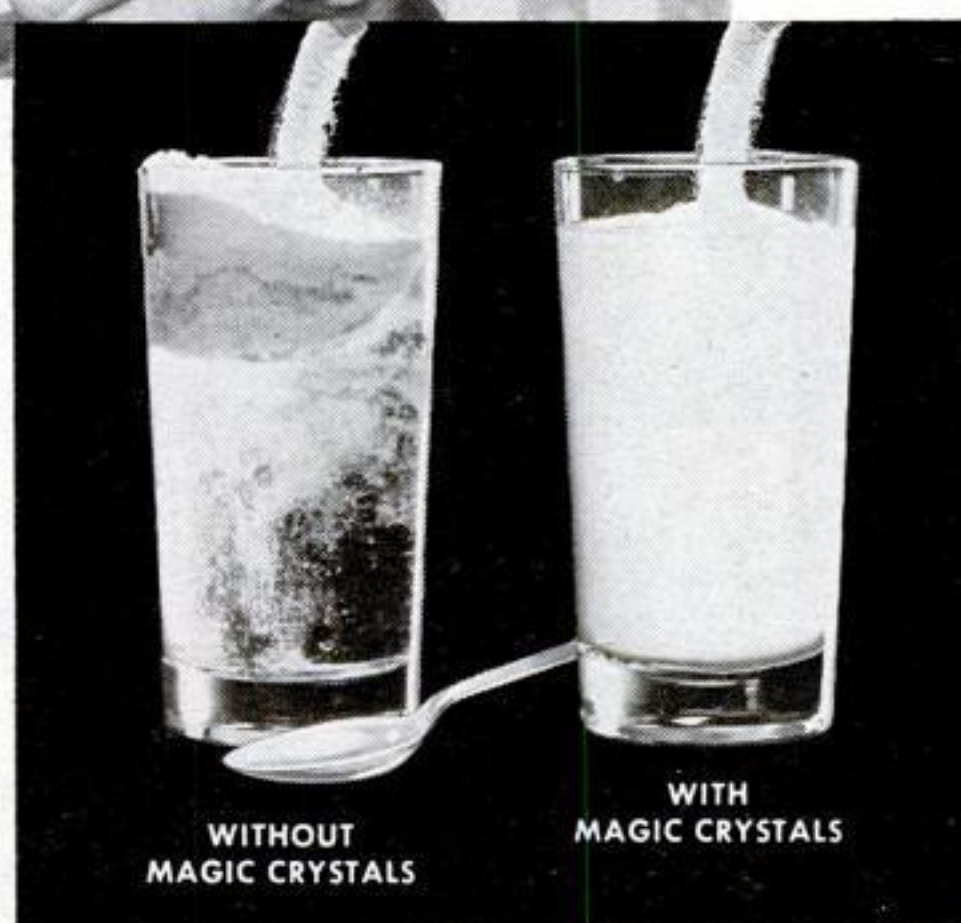
READY TO DRINK *instantly*... or for cereals, or for *any* milk cookery. No special recipes are needed.

ALL THE PROTEIN, CALCIUM AND B-VITAMINS OF FRESH, WHOLE MILK... and you can make it even *richer*! A single extra heaping tablespoon of amazing Magic Crystals per glass gives the family 25% more of these wonderful health-growth values. Plus a rich flavor everyone loves!

**For Drinking, Cooking, Baking—
SAVES ½ ON MILK BILLS**

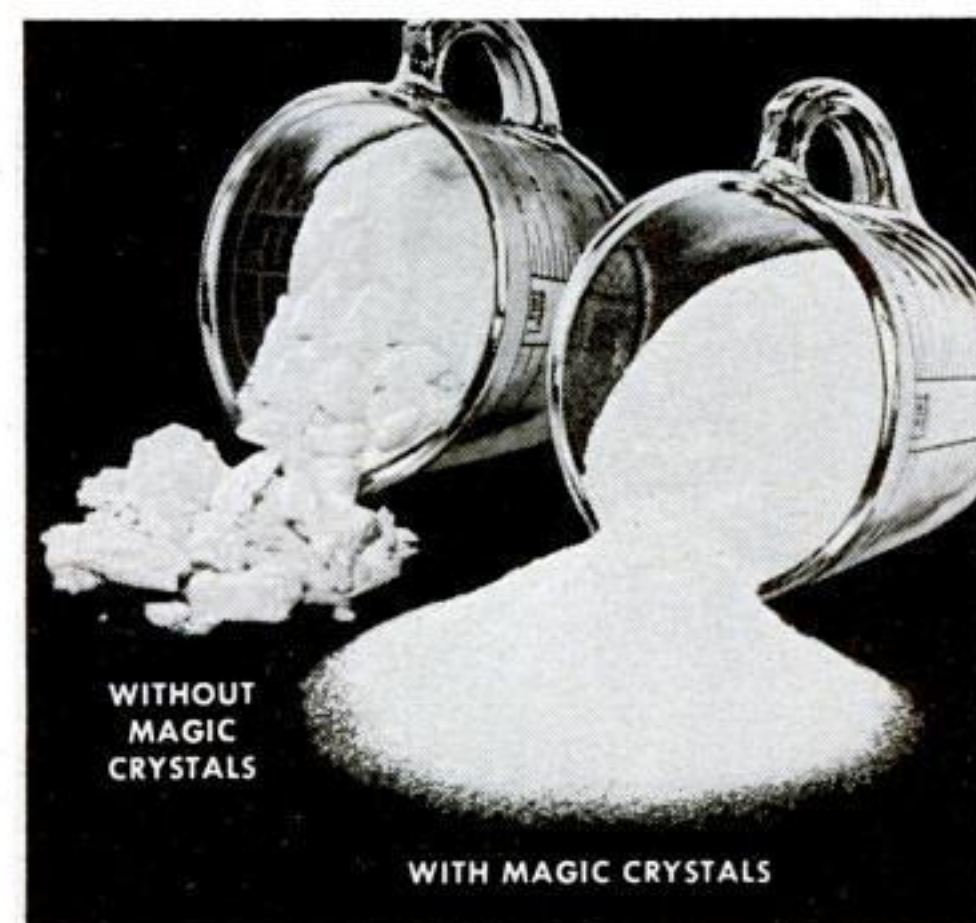


In convenient 3-quart and economical 8-quart sizes



**CARNATION MAGIC CRYSTALS
MIX INSTANTLY**

Photograph shows Magic Crystals mix instantly... and completely with a light stir of the spoon even in ice-cold water, other types only partly mix.



**CARNATION MAGIC CRYSTALS
DO NOT CAKE**

Exposed to moist air, other types cake, harden. Carnation Magic Crystals *stay* fresh and free-flowing, even in dampest weather!

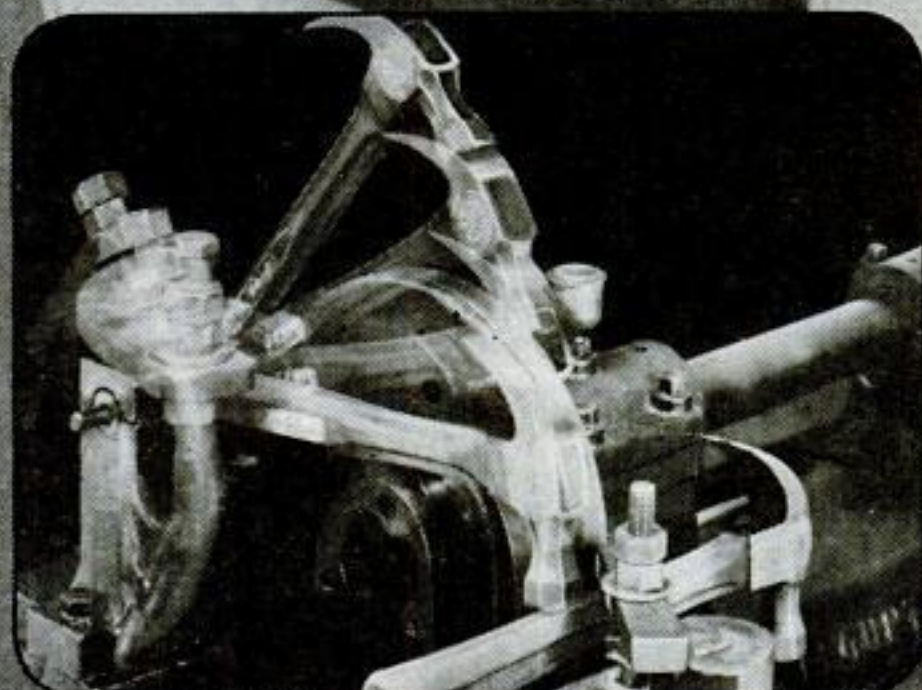
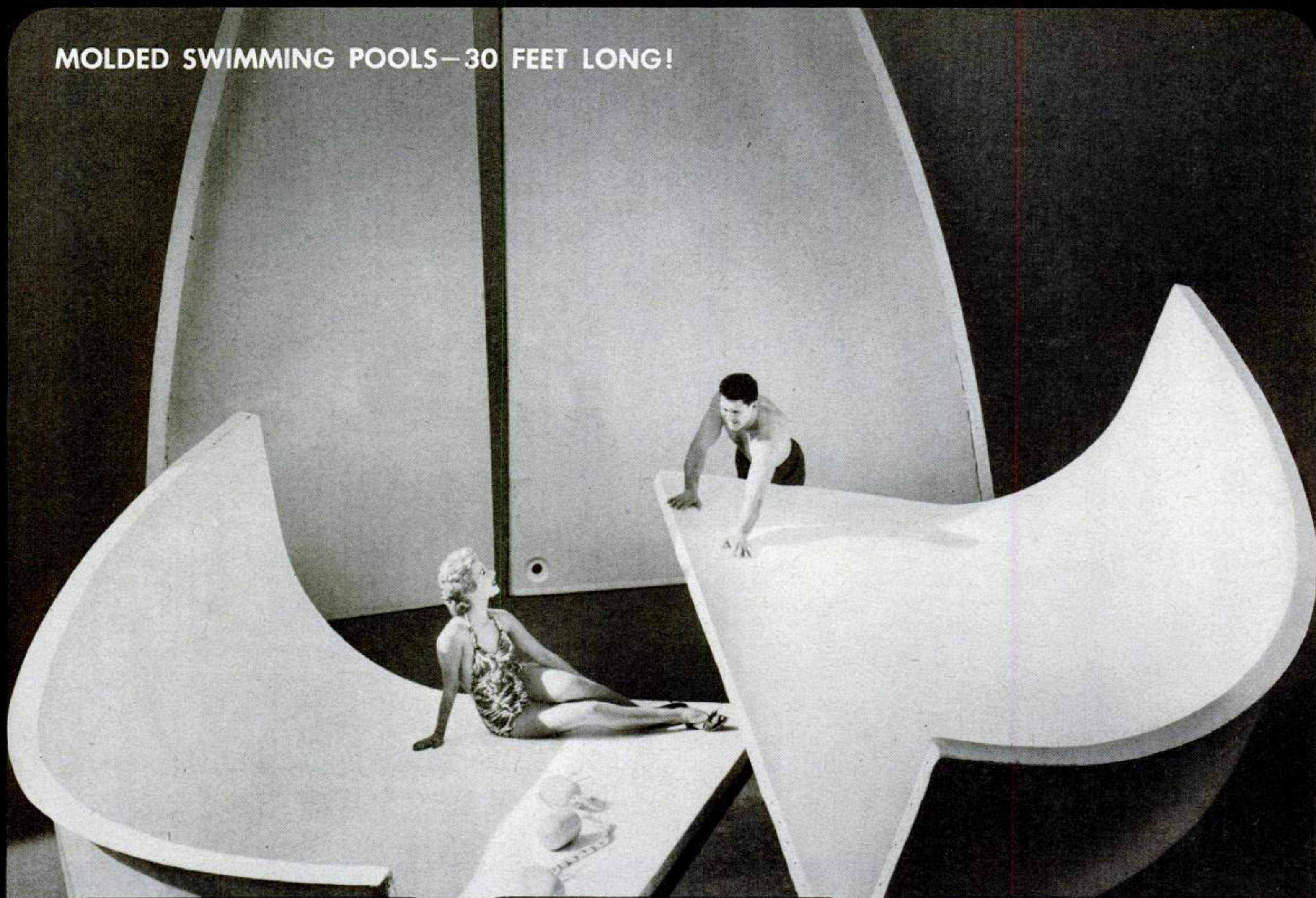
MONSANTO

CHEMICALS IN ACTION

How they benefit you

At Monsanto, chemistry is constantly providing new opportunities for manufacturers . . . developing, through creative research, better products for industry, for you and for your family. On these pages, you'll see a few examples.

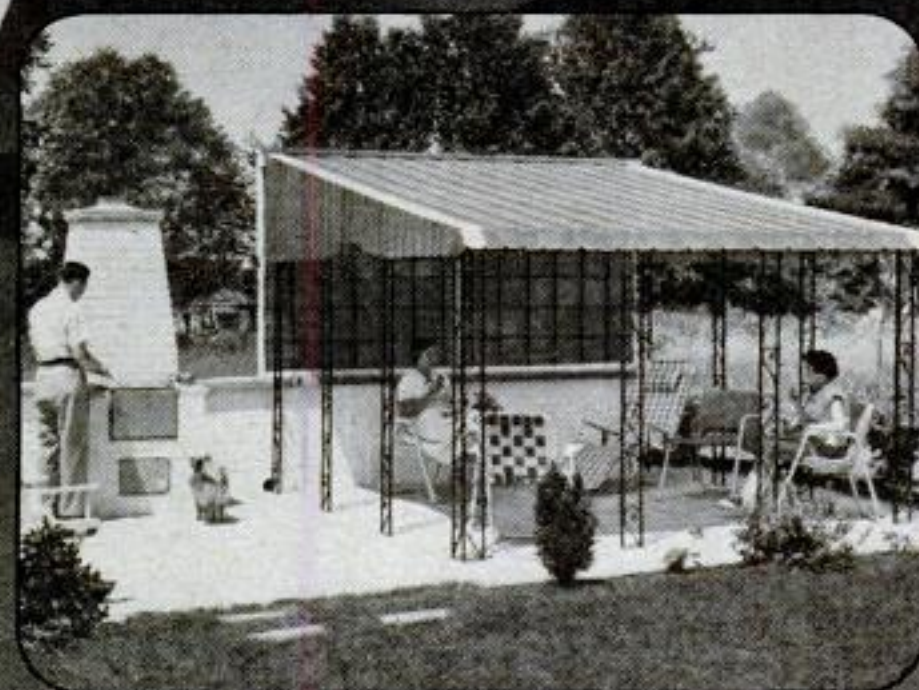
MOLDED SWIMMING POOLS—30 FEET LONG!



WORLD'S STRONGEST HAMMER HANDLES



GUTTERS THAT NEVER NEED PAINTING!



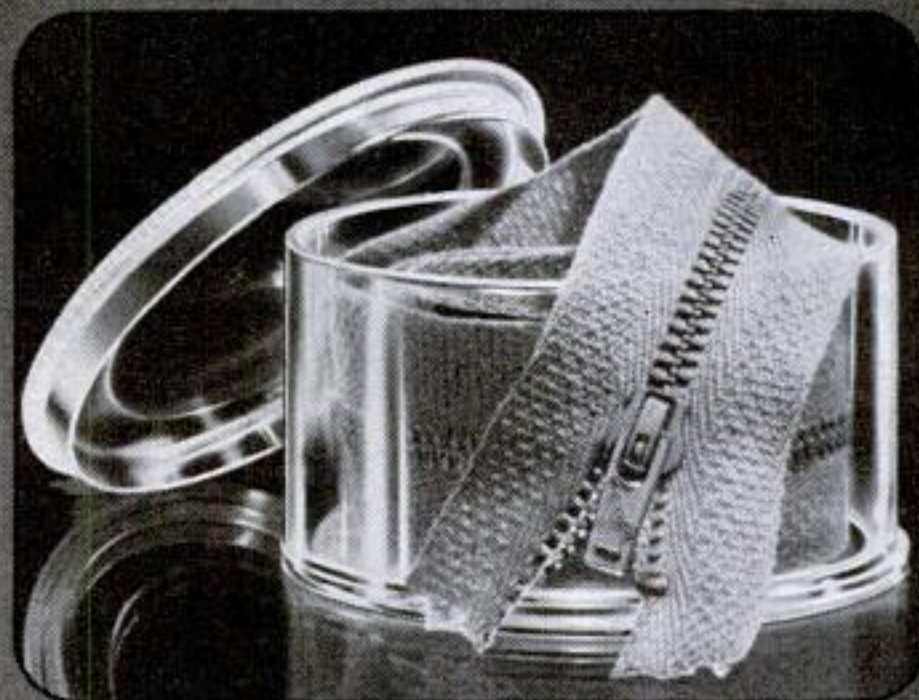
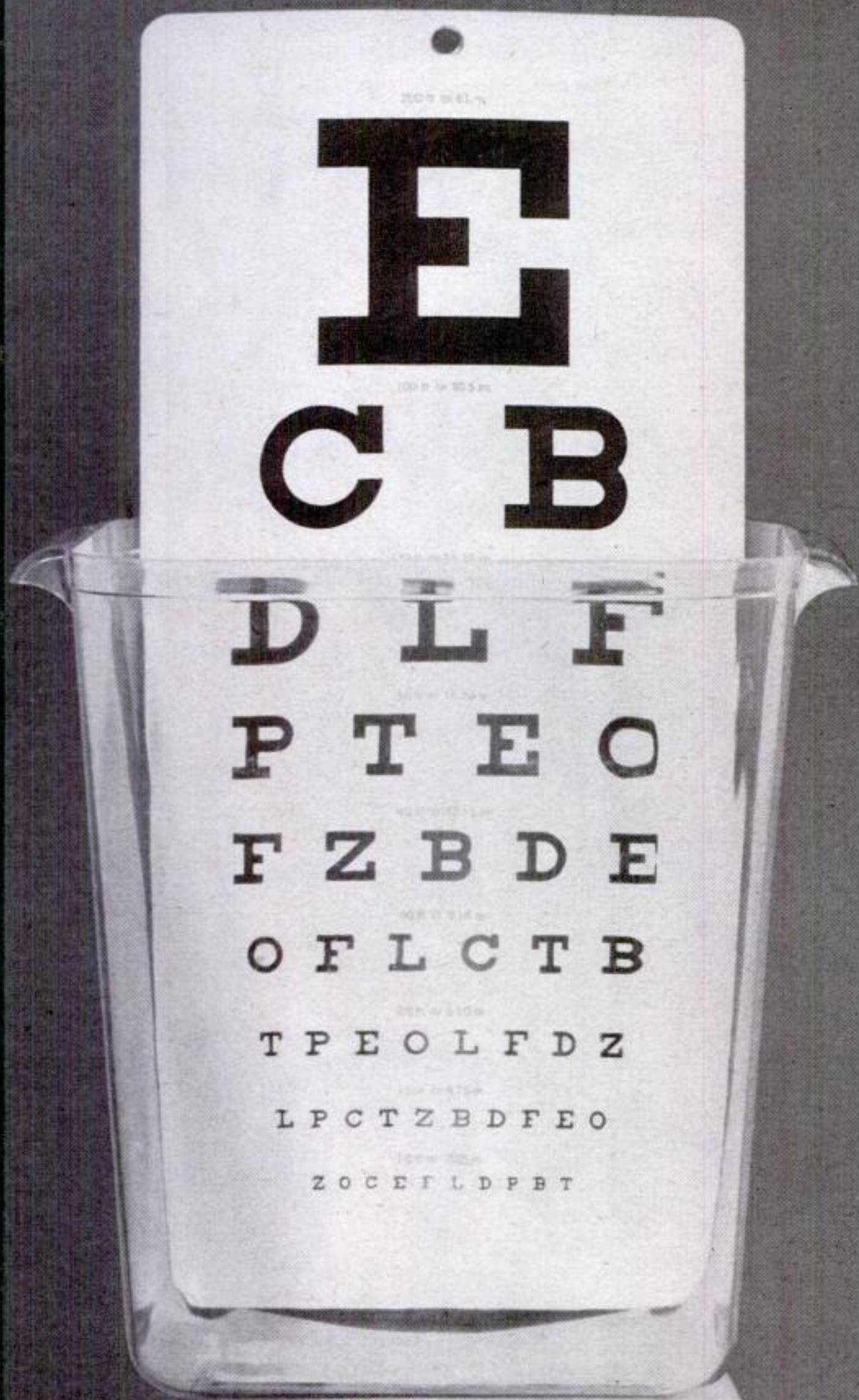
MODULAR SUMMER-HOUSE ROOFS

1. Look How Big and Strong Reinforced Plastic Products Now Can Be!

FULL-SIZE SWIMMING POOLS, smooth and strong . . . hammer handles stronger than steel that take 103,500 hard test blows on "hammering" machines without a sign of weakening . . . rustproof guttering . . . boats and car bodies . . . bathtubs and bread trays . . . these are just a few of the many

practical new products that are being molded today from lightweight, super-strong reinforced plastics. These durable, colorful materials can be molded to almost any size or shape . . . nailed, sawed, drilled or riveted . . . won't corrode, dent, shatter or warp. You'll see them in more and more new products.

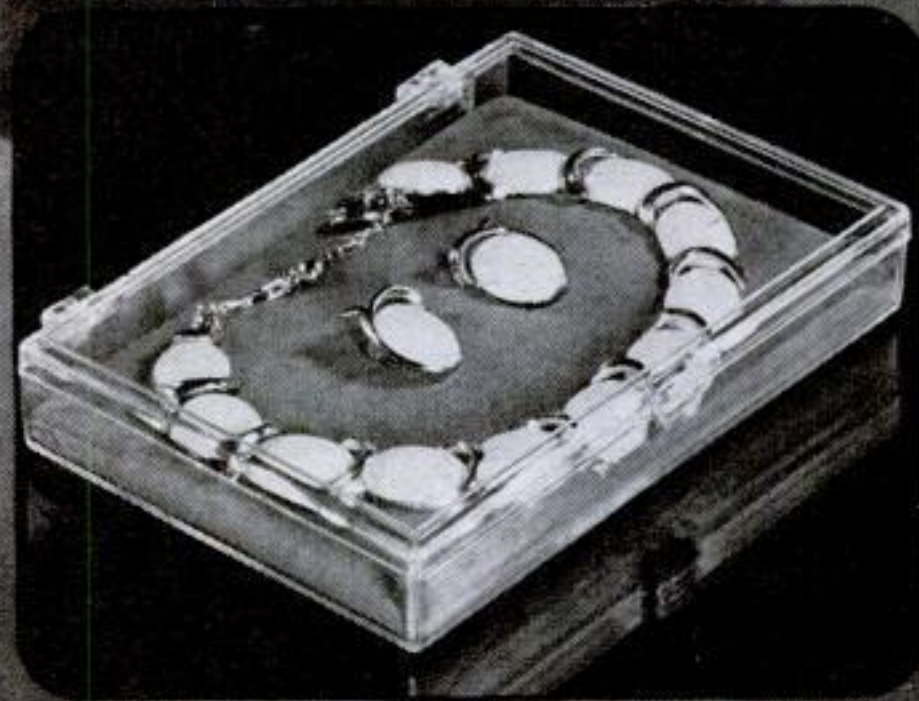
MANUFACTURERS: Write Monsanto, a basic producer of styrene monomer, phthalic and maleic anhydrides, for dependable sources of supply or names of experienced custom molders of reinforced plastics.



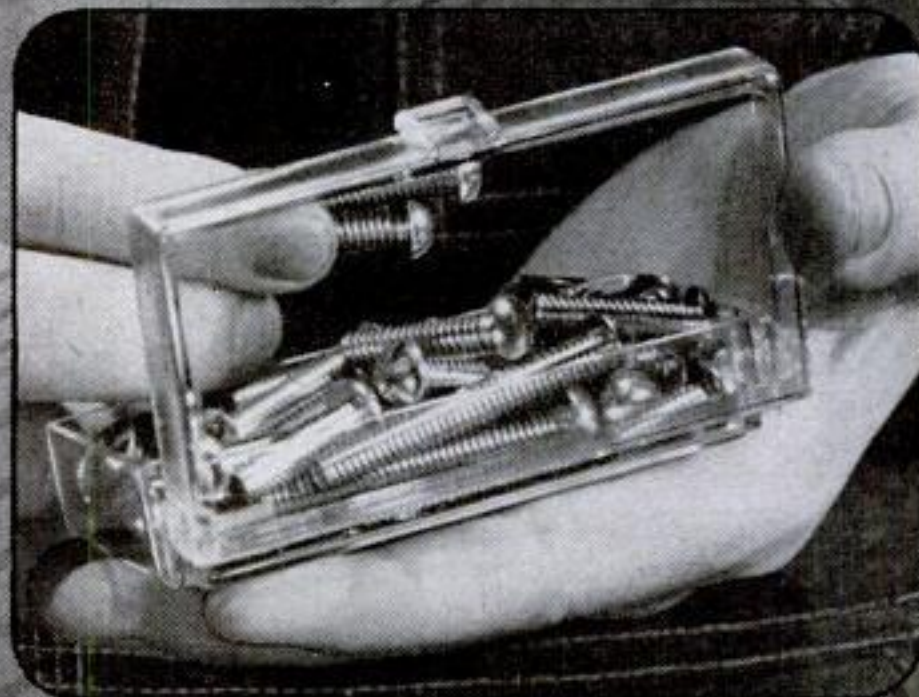
HIGH-QUALITY ZIPPERS . . .



FRESH-PACKED CIGARS . . .



DELICATE COSTUME JEWELRY . . .



HARDWARE . . . ALL LOOK BEST IN PLASTIC

2. You See What You're Getting in Today's Clear Plastic Packages!

AS THE EYE CHART SHOWS you see what you get clearly, completely, when you buy products packaged in clear plastic containers. From prepared foods to notions and hardware, hundreds of fine products of all shapes and sizes are packaged today in crystal-

clear, reusable containers molded of light, strong Monsanto Lustrex. These containers tell about the manufacturer, too . . . that he's proud of his product, wants you to examine it, knows it will satisfy. Look for clear or colored plastic packages wherever you shop!

PURCHASING AGENTS, SALES MANAGERS: *Products look better, sell faster, ship more safely in molded plastic packages. Write for sources of supply of stock plastic containers, or custom package molders.*

Lustrex: Reg. U. S. Pat. Off.



Disneyland

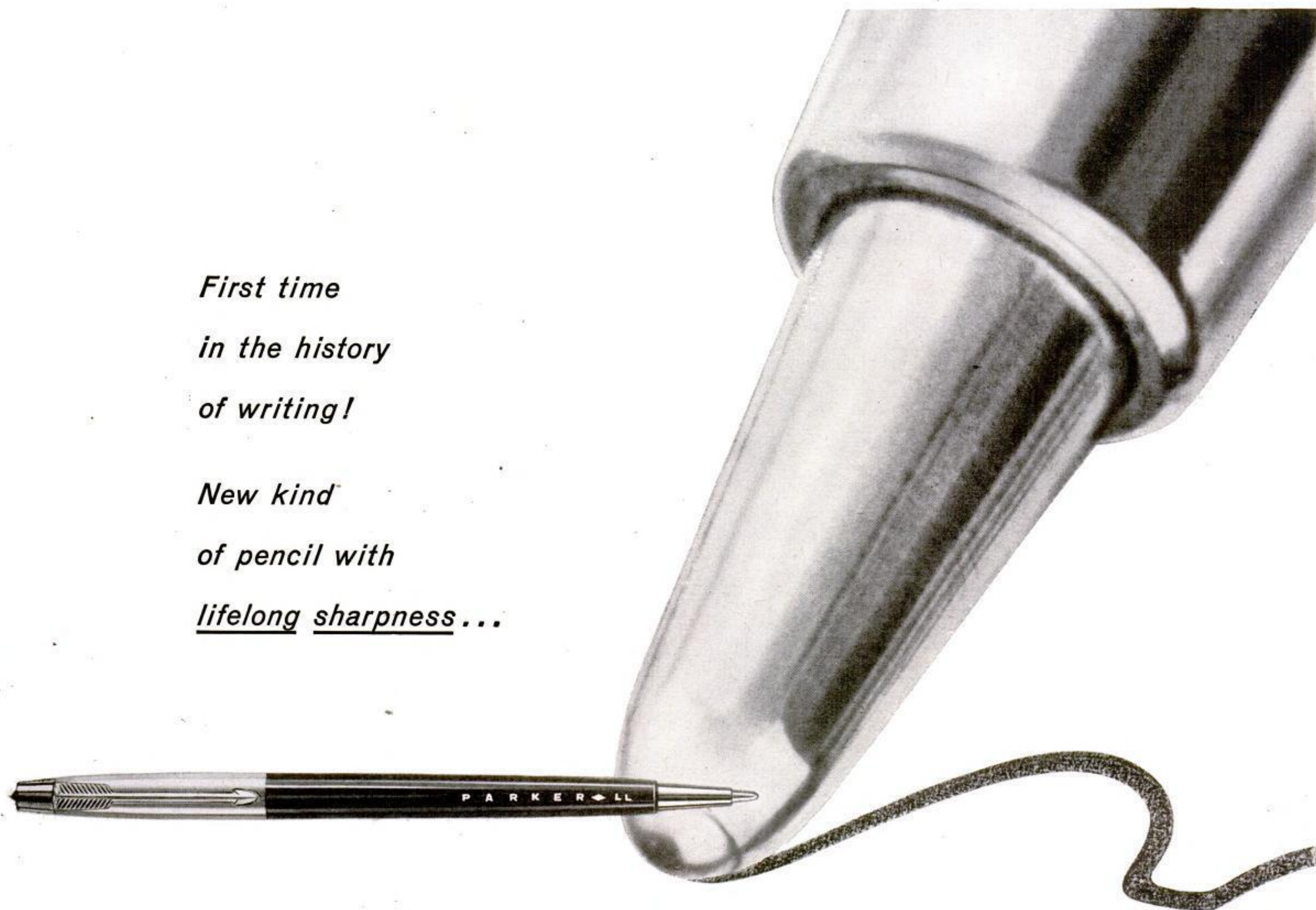
Visit Monsanto's
"Hall of Chemistry" Exhibit
in Disneyland, California

MANUFACTURERS: If you are interested in any of the above materials—have in mind ways to use them in your business—want further information—write: Industrial Service Department, Monsanto Chemical Company, St. Louis 4, Mo.

MONSANTO
CHEMICALS AND PLASTICS

Where Creative
Chemistry Works
Wonders for You

*First time
in the history
of writing!
New kind
of pencil with
lifelong sharpness...*



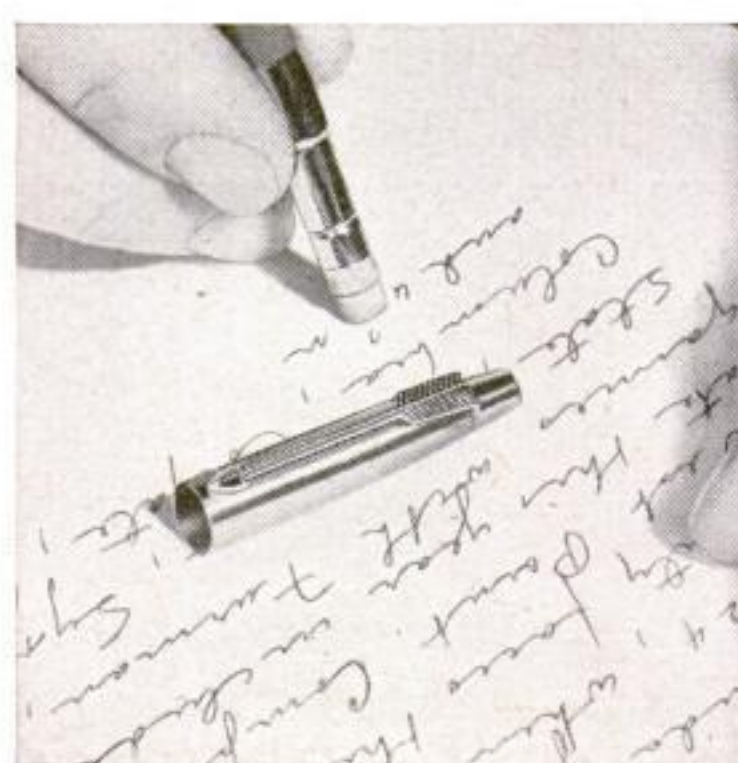
...and the only lead that can't break!



LIFELONG SHARPNESS IS BUILT IN every new Parker Liquid Lead Pencil. You'll write thousands upon thousands of words without reloading... without your pencil ever getting dull. And each refill gives you a similar supply of can't-break lead.



IT'S THE ONLY LEAD THAT CAN'T BREAK... lead-pencil graphite in a brand new form developed by Parker! A tiny ball-bearing point rolls this unbreakable lead on paper in a clear, clean-cut line... instantly, smoothly, without smudging.



YOU CAN ERASE THE LIQUID LEAD LINE as easily as an ordinary pencil line—a convenience no ball point pen can give you. Yet the firm Liquid Lead Pencil line comes through clearly on as many as 12 carbons—without any blurring.



WON'T SPOT YOUR POCKET—can't leak or seep. The "lead" is self-retracting, withdraws from the writing point when not in use.

Try this newest invention from Parker at your pen counter today—and then forget about broken leads, dull stubs, lop-sided points, pencil sharpeners forever! New Parker Liquid Lead Pencils are \$2.95 and up... offer choice of 5 colors. Replaceable cartridge and extra eraser—39¢. Models also available to match Parker "51" and "21" Pens and Jotter Ball Point Pens.

PARKER Liquid Lead PENCIL

PARKER ♦ LL, Liquid Lead, arrow are trade-marks of The Parker Pen Company. Copr. 1955 by The Parker Pen Company, Janesville, Wisconsin, U.S.A.; Toronto, Canada



BALENCIAGA HAT, like one worn by a circus pony, was frivolous idea shown with dinner clothes.

Season of Splendor in Paris

EVENING GOWNS ARE STARS OF SHOWINGS

For fashion professionals at the fall collections, it seemed like the old Paris. The French designers were not attempting to enforce new shapes or outmode last year's wardrobe. Instead they were presenting a big showcase of beautiful and splendid clothes. These pictures give Americans a first chance to see in color the gay, rich and varied new Paris fashions.

The minor changes in silhouette that characterized both day and evening dresses appeared most dramatically in the formal clothes. Waists, seldom indented firmly at the natural line, were high or low or simply loose. Many of the fabrics were rich with embroidery but the most admired dress in Paris, done by Balenciaga, was almost starkly simple (*next page*). Dior made a big hit with a drifting chiffon (*see cover*). Short in front and long in back, it was designed to show off the female figure—and was promptly snapped up by Marlene Dietrich. The elegant clothes in these photographs, all stars of their collections, are displayed against the elegant backgrounds of old Paris.

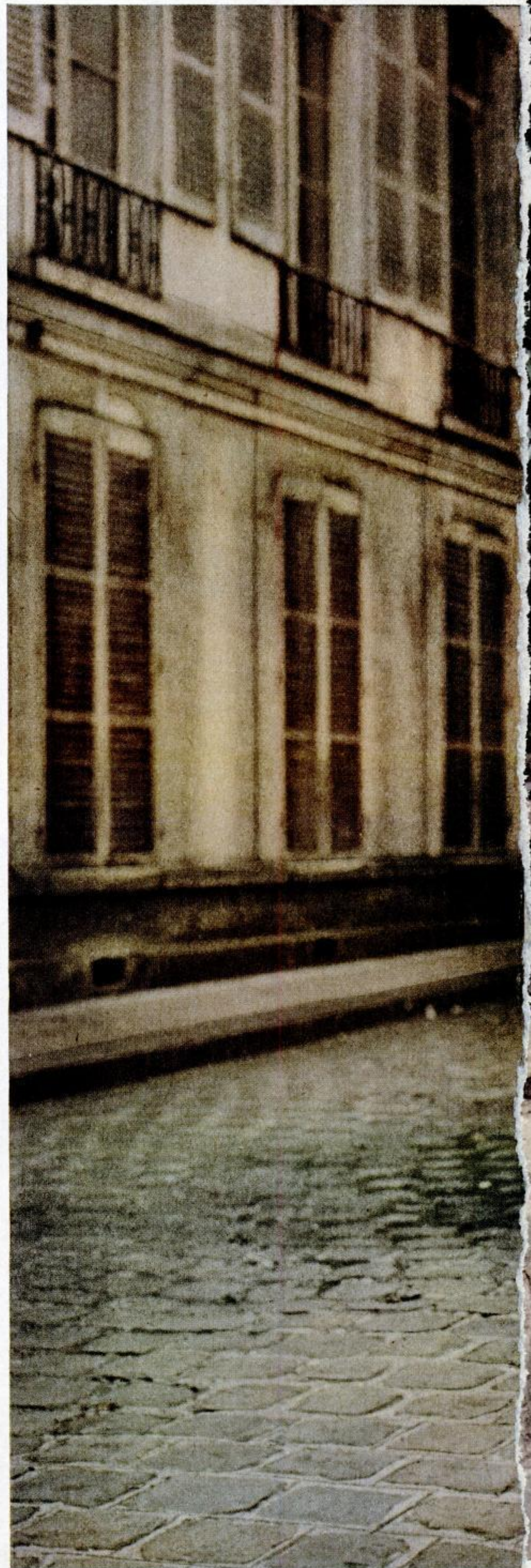
Photographed for LIFE
by MARK SHAW

FATH BALL GOWN which has outsized sleeves is shown on garden steps of Mme. Fath's town house.

CONTINUED



EASYGOING OUTFIT by Chanel is bright velvet dinner dress with slightly dropped waistline, worn with matching gloves. The vine-hung stairway is in 14th Century Cour de Rohan.



SHAPELESS SILHOUETTE (left), which Givenchy favors, is shown in Chinese-style satin gown worn outside old Paris mansion.



"PRETTIEST DRESS IN PARIS" was general description of Balenciaga's untrimmed faille and satin gown. At \$1,800, 50 were sold in first week. This house dates from Louis XIII.



ORIENTAL LOOK appears in Dior's velvet dress with lavish gold embroidery repeated in shoes. This is a well in 12th Century court.



MEDIEVAL OPULENCE inspired Balmain's \$2,400 dress with velvet skirt and jeweled lamé top. This is in the Place des Vosges.

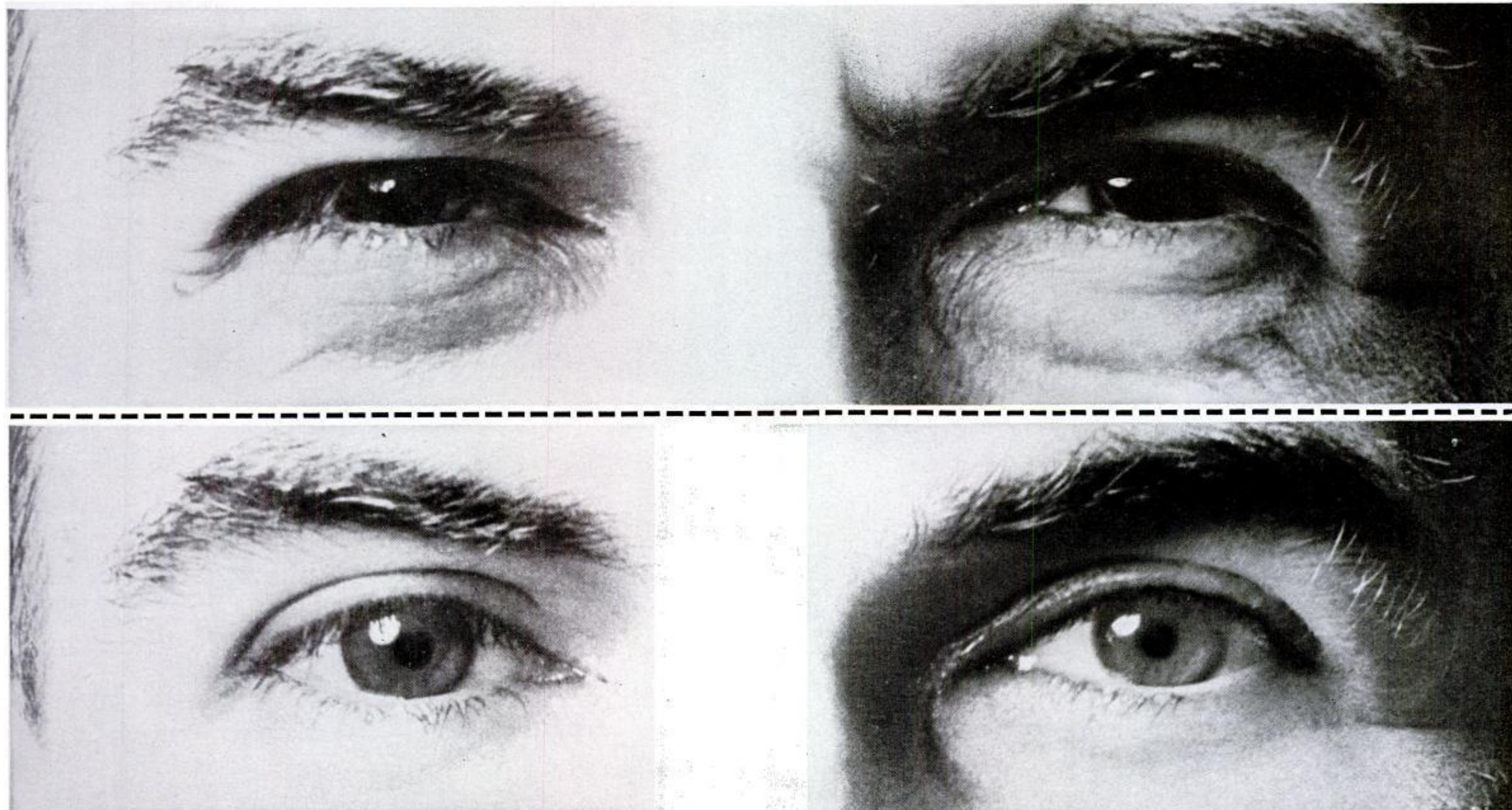
CONTINUED



HIGH-WAISTED AND SHORT-SKIRTED, this chiffon dress by Dessès is in closely molded directoire style with streamers falling from bosom. This was the

highest waistline in town, produced by designer whose specialty is intricately draped chiffon. The 200-year-old house is in Passage du Commerce-Saint-André.

New way to stop glare squint!



new Westinghouse eye saving bulbs

have built-in glare protection!

Here at last are light bulbs specifically designed to cut bounce-back glare—the glare that can cause tired eyes, headaches, fatigue when you read, write, do close work.

Ordinary bulbs have a “hot spot” at the center (see photo). Harsh, concentrated light from this hot spot strikes glossy pages, polished table tops, shiny surfaces of all kinds . . . bounces tiring glare back into your eyes!

New Eye Saving Bulbs have no hot spot. Their billions of tiny built-in filters break up

concentrated light, spread a full, even glow over the entire bulb area.

Result: *bounce-back glare is practically eliminated* . . . replaced by softer, more uniform light for clearer, more comfortable seeing!

New Eye Saving Bulbs, made only by Westinghouse, are a basic home-lighting improvement. Yet they cost just pennies more. Available now in all sizes at your local Westinghouse Dealer's. Try a houseful soon.



ORDINARY BULB: “Hot spot” at center bounces glare off of shiny surfaces . . . often causes glare-squint, headaches, fatigue.



NEW EYE SAVING BULB: Inside filter coating spreads light evenly over whole bulb . . . cuts bounce-back glare, improves see-ability.

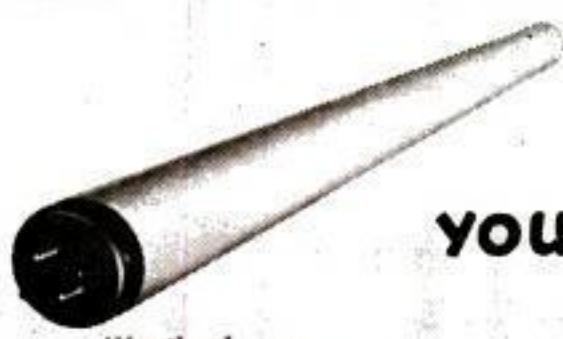
SEE WESTINGHOUSE LAMPS — SEE WHY THEY'RE BETTER . . . AT YOUR LOCAL DEALER'S WESTINGHOUSE DISPLAY



New Westinghouse
SAFE-T-BEAM Headlamps with
exclusive 2-Beam Glare Shield



Westinghouse
Guaranteed
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Fluorescent Lamps

YOU CAN BE SURE...IF IT'S **Westinghouse**

TUNE IN TV'S TOP DRAMATIC SHOW . . . WESTINGHOUSE STUDIO ONE



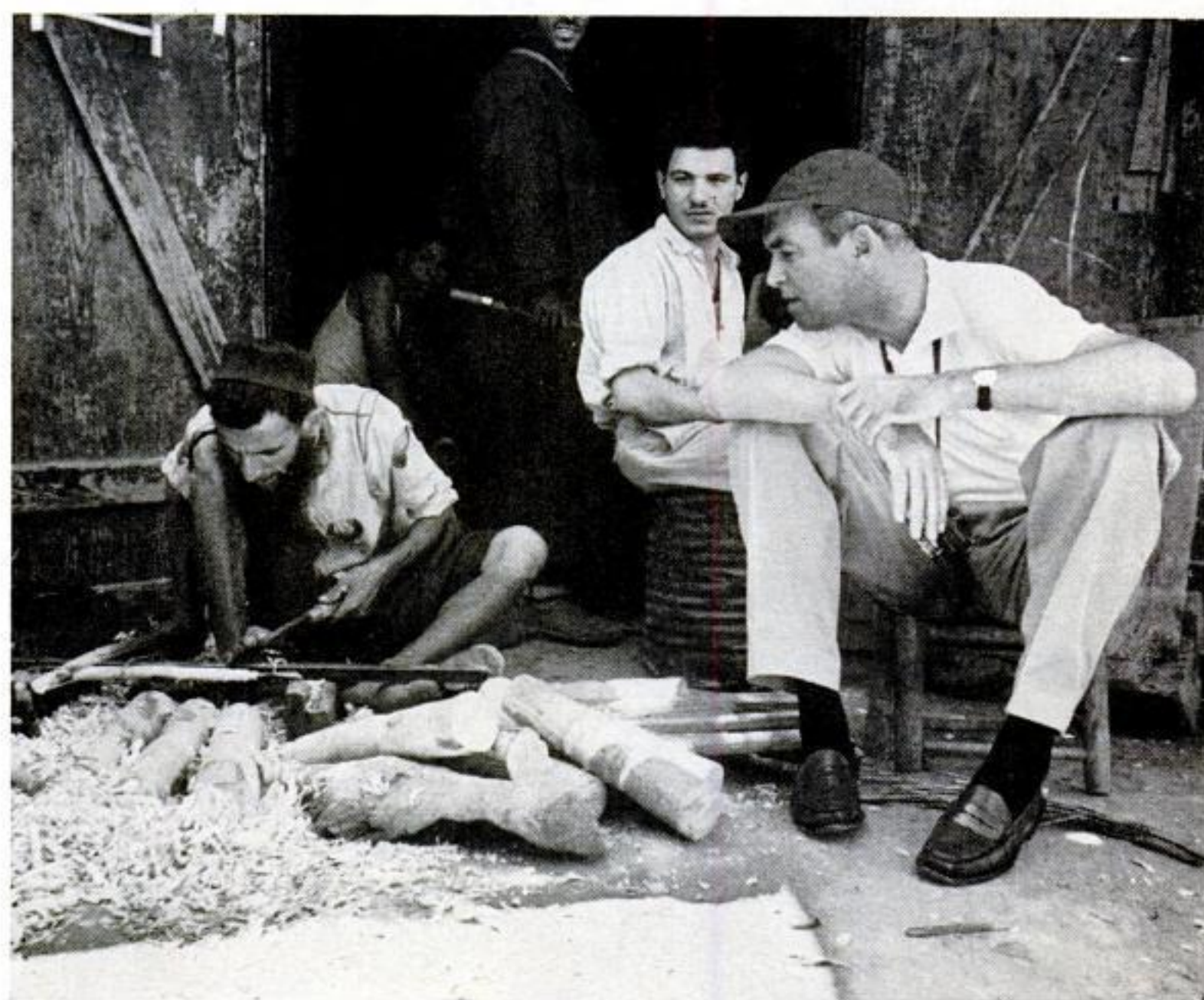
THE INNOCENT GOES ABROAD

Jimmy Stewart plays himself on location

One way to insure an investment in a movie would be to take out a Lloyd's policy. A surer, though probably more expensive, method would be to hire Jimmy Stewart to play the lead. The boyish, unsophisticated all-American gee-whizardry that has made him one of Hollywood's surest-fire—and highest paid—male stars is admirably suited to his latest role in *The Man Who Knew Too Much*. In this remake by Alfred Hitchcock of the scary 1934 Hitchcock film, naive tourist Stewart accidentally overhears the plans for an international murder and gets into a peck of trouble, including the savage attack by a stuffed tiger at right. But it was as a real tourist, haunting the bazaars of then peaceful Marrakech where part of the movie was made, that Stewart gave his best performance, superbly playing himself—the insatiably curious American innocent abroad.



← **RESTING BETWEEN TAKES** (left) Jimmy Stewart, dressed as a tourist for movie, acts like real one by buying cup of water from festooned native carrier.



AS AN OFF-DUTY TOURIST on the town, kibitzer Stewart in a baseball cap pauses to gape at woodworker carving table leg with a chisel held by his toes.



For the big moments Color Snapshots

Your camera can make
color snapshots the minute you
load it with Kodacolor Film

"Was *that* a time!"—a time so important, so happy, so full of warmth and fun, that everyone wants to remember it down through the years.

And for special occasions like this—for vacations, holidays, family parties, too—you want the extra thrill, the extra satisfaction that color pictures give you. For only color film remembers it all, just as you saw it.

Kodacolor Film fits virtually all popular snapshot cameras. It loads in the same familiar way. All you do is follow the simple directions, aim and snap. Easy!

Got a big moment coming up soon? Don't let it slip by. Ask your dealer for a roll of Kodacolor. See what wonderful things color can do for your snapshots.

Eastman Kodak Company, Rochester 4, N. Y.



Kodacolor Film—
all 6 popular sizes!



Kodacolor Film fits most any snapshot camera. Comes in all 6 popular roll-film sizes—116, 120, 127, 616, 620, 828. Return it to your dealer for developing and prints. Outdoors, use Kodacolor Film, Daylight Type; indoors with flash, Kodacolor Film, Type A. Good shooting!



SEE "KODAK REQUEST PERFORMANCE"...WEDNESDAY EVENINGS—NBC-TV

Kodak
—a trade-mark since 1888



New! G-E automatic cooking

Boils, fries, warms food without attention.

SO EASY TO USE

New automatic Calrod® unit controls heat from time you start food cooking until you take it off, perfectly done.

1. Here's all you do to cook frozen asparagus or other vegetables the General Electric automatic way. Just put unthawed vegetable, water and salt into saucepan. Cover saucepan and put it on automatic unit (see above).

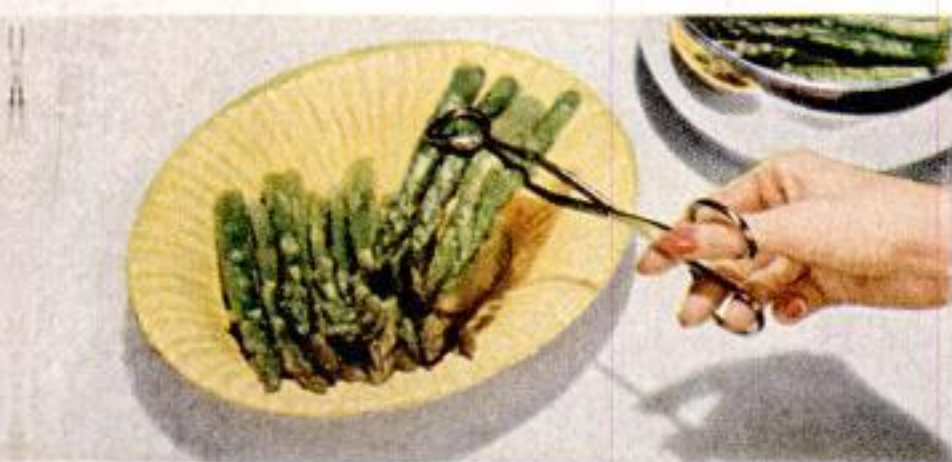
2. Now set control dial to Lo (see above). Unit comes on at hi-heat, brings vegetable to proper cooking temperature and automatically holds it there. Lighted panel on backplasher (see above) shows that the automatic unit is on.

3. You've set it, now forget it. No standing by to turn heat up or down. At the end of the cooking time, your asparagus will be done just right. And hi-heat frying or lo-heat warming can be controlled just as well.



unit...just "set it and forget it"!

Makes everyday utensils automatic.

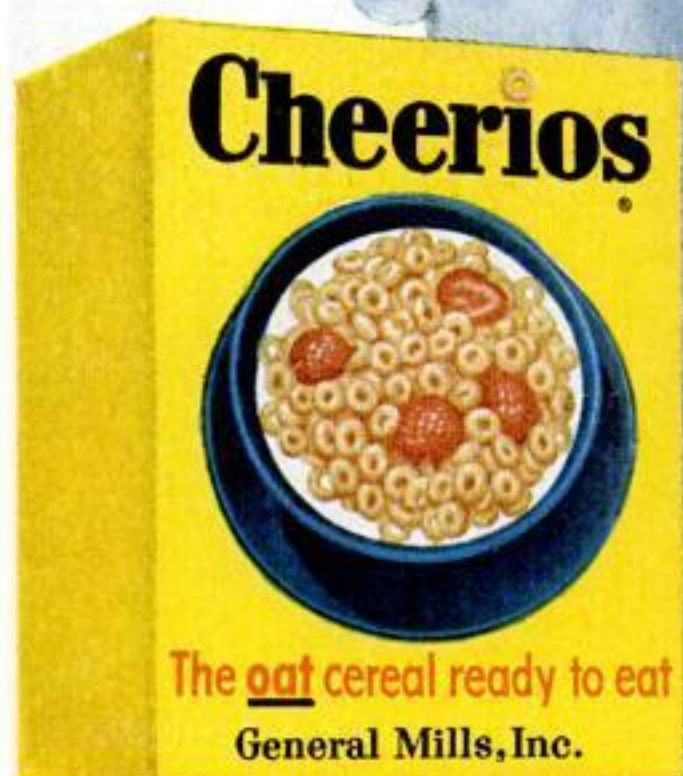


This automatic cooking unit is the newest, most exciting feature of G.E.'s new Stratoliner range . . . the de luxe G-E with extra-wide oven that holds meal for 24, "Focused Heat" charcoal-type broiler

and many other wonders. For a double-oven range with these advantages, see the Liberator. Your G-E dealer's in the classified phone book. General Electric Company, Louisville 1, Kentucky.

GENERAL  **ELECTRIC**

Cheerios
made from oats
ready to eat
so toasty
taste delicious!



NOW IN CANADA, TOO!



THERE'S NO TASTE LIKE **Cheerios** — SO TASTE 'EM! FIND OUT
WHAT KIDS KNOW...THAT TOASTED-**oat** FLAVOR BEATS ANYTHING!



PLUCKING POISON-FILLED LEAVES, DR. KLIGMAN COLLECTS TEST MATERIAL. ONCE HYPERSENSITIVE TO IVY, HE GETS ONLY MILD RASH SINCE USING VACCINE

POISON IVY PICKER OF PENNYPACK PARK

A Philadelphia physician conducts medical tests of vaccine that may overcome a national nuisance

Several times a week early rising Philadelphians have come upon a nattily dressed man crawling through the bushes of Pennypack Park, heedlessly picking bouquets of poison ivy. He is Dr. Albert M. Kligman of the University of Pennsylvania, a victim in the past of severe ivy poisoning who is now engaged in a scientific quest to end the itching, blistering allergy which afflicts a half million Americans yearly. The answer to ivy, he hopes, is an experimental vaccine which was developed by Columbia

University's Dr. Charles R. Dawson and which Dr. Kligman is testing.

The vaccine, which contains a synthetic version of the poison in ivy's sap, is injected seven to 15 times into volunteer subjects. Then crushed ivy leaves are lavishly rubbed onto the subjects' arms (*next page*). In 300 trials only a dozen or so vaccinated volunteers have had more than a brief local rash, giving farmers and suburbanites reason to hope for the first practical ivy immunizer before the poisoning season of 1956.



No wonder he's frisky...

Friskies provides up to 3 times more food value than any canned dog food

Yes, pound for pound, Friskies Meal has far more of the energy-building food elements dogs are known to need... more body-building protein to safeguard your dog's vitality. And best of all, Friskies lets you cut your feeding costs in half. Try your dog on Friskies. See how he welcomes that wonderful meaty flavor and aroma. You have the assurance that he is enjoying the best because Friskies is made to the high standards of the Carnation Company.



FRISKIES CUBES—same Carnation quality in crunchy, bite-size bits. Nothing to add, not even water!



ALBERS MILLING CO., DIV. OF CARNATION COMPANY
LOS ANGELES 36, CALIF.

Available in 2, 5, 25, and 50-lb. sizes.

Poison Ivy Picker CONTINUED



APPLYING POISON to arm of a convict volunteer at Holmesburg Prison, an assistant rubs the crushed ivy leaves briskly to spread the toxic sap.



ITCHY RASH appears on a convict who was not yet immunized. Before injections a small spot on each volunteer is poisoned to judge his sensitivity.



GETTING IMMUNIZED, a group of convicts forms a line to get shots in thigh. Volunteers are plentiful since each man gets \$2 or more for every shot.



VACCINE'S VALUE is seen when poison produces only discolored spots on the upper arm of a testee. Formerly this man was a highly sensitive victim.

More Than You Bargain For

Last December in your preview of LIFE's 1955 editorial program," wrote LIFE subscriber and TV commentator John Daly, "You said this would be LIFE's best year. I've already gotten more than I bargained for. Garbo, C. S. Forester, The Great Religions, Arts and Skills, and now the MacArthur story have already made you a prophet of stature. And the year is not nearly over."

Indeed it is not. Even as you read the concluding chapter of "MacArthur's Rendezvous with History," you may look forward to LIFE's next big presentation—the five part serialization of Harry S. Truman's Memoirs which begin in the September 26 issue. Written in the ex-President's own lively and pungent prose, this will be one of the most personal documents ever to appear in the public prints, a first hand record of the most important seven years in the history of the United States.

On November 7, LIFE will launch a new multi-chapter series, "The Development of Man," the intriguing story of our ancient ancestors whose early achievements helped lay the foundations of the world's great civilizations.

The series on America's Arts and Skills, which documents the development of America's own cultural heritage, will of course continue throughout the fall and winter, highlighted by a glowing presentation in color of "The American Frontier." Among the many photographic essays planned for Fall is one on Bel Air, California, world's most luxurious suburb. LIFE's increased use of color (50% more than last year) will be amply evident in a ten page review of the forthcoming movie "Guys and Dolls" (September 19); in an exclusive color preview of Resort Fashions, and in a warm, sentimental 10 page portfolio (December 19) illustrating Christmas Legends.

Shortly after the first of the year the writings of another great statesman and literary giant will appear in LIFE—Winston Churchill's "History of the English Speaking Peoples." Mr. Churchill considers this work to be the culmination of a lifetime of writing and LIFE will use his text as the basis of a sweeping picture pageant your family will treasure for years. Quite a line-up, you may agree—and perhaps more than *you* bargained for.

Andrew Heiskell, *Publisher*



Preview continues on next two pages.

All This - And More - Coming In LIFE

On these pages you will find some of the editorial "specials" LIFE has scheduled for your reading enjoyment during the coming months. But you can be sure you will get more out of future weeks of LIFE than anyone can now predict; hundreds of eyewitness photographs that make the world's great events come close up and clear; scores of heartwarming picture stories of people at work and everyday living the world over; the wonderful variety of unexpected photographs you have come to expect of LIFE's coverage of modern living, medicine, entertainment, politics, and parties. Add them all up and you may feel that LIFE in the months ahead is a magazine you won't want to miss. So why not have every issue delivered to your home? If you are not already a subscriber use the postpaid subscription order card bound into this issue.

The Development of Man

Here's a series to rival LIFE's own "The World We Live In." At least 12 chapters, averaging 14 pages each, and illustrated by specially commissioned paintings, will lay before your eyes the epic story of our earliest forebears; how they lived, learned, hunted, herded, fought, painted and progressed from primitive times through the earliest civilizations.

Starts November 7 issue.



← Bel Air, California

Called the world's most luxurious suburb, this home of Hollywood high shots is lavish in its living. Swimming pools in the living room are only one sign of elegance you will see in this stunning photographic essay that shows you all you want to know about the Bagdad of the West.



Resort Fashions →

When fashions make news you'll find them previewed in LIFE, whether it's a \$3.95 cotton or a shoot-the-budget evening dress. Look for LIFE's exclusive showing of new and really imaginative Resort Fashions.

In full color, in November.



Guys and Dolls

As the Broadway smash hit is made into a spectacular movie, LIFE is there to capture in its color cameras all the gaudiness and blatant humor that endeared Runyon characters to millions of Americans. Stars galore and breathtaking color. Ten pages in the September 19 issue.



Christmas Legends →

For centuries, sentimental legends about Christmas have grown up and persisted throughout the Christian world. To add to your holiday gaiety, LIFE will present just before Christmas, a fanciful portfolio of warm, amusing paintings by Artist Jim Lewicki which recreate for you some of the favorite and most famous fables.



Arts & Skills & Winston Churchill

Next three explorations in this series on America's Arts and Skills will reflect the vigorous days of our country's expansion. In clipper ships, Conestoga wagons, knives, guns, railroads and the like you'll see how American craftsmen combined beauty with utility to produce an artistic heritage all our own. And in LIFE's illustrated presentation of Winston Churchill's "History of the English-Speaking Peoples," beginning early next year you will have a chance to enjoy a broader look at a heritage America shares with other nations of the world.



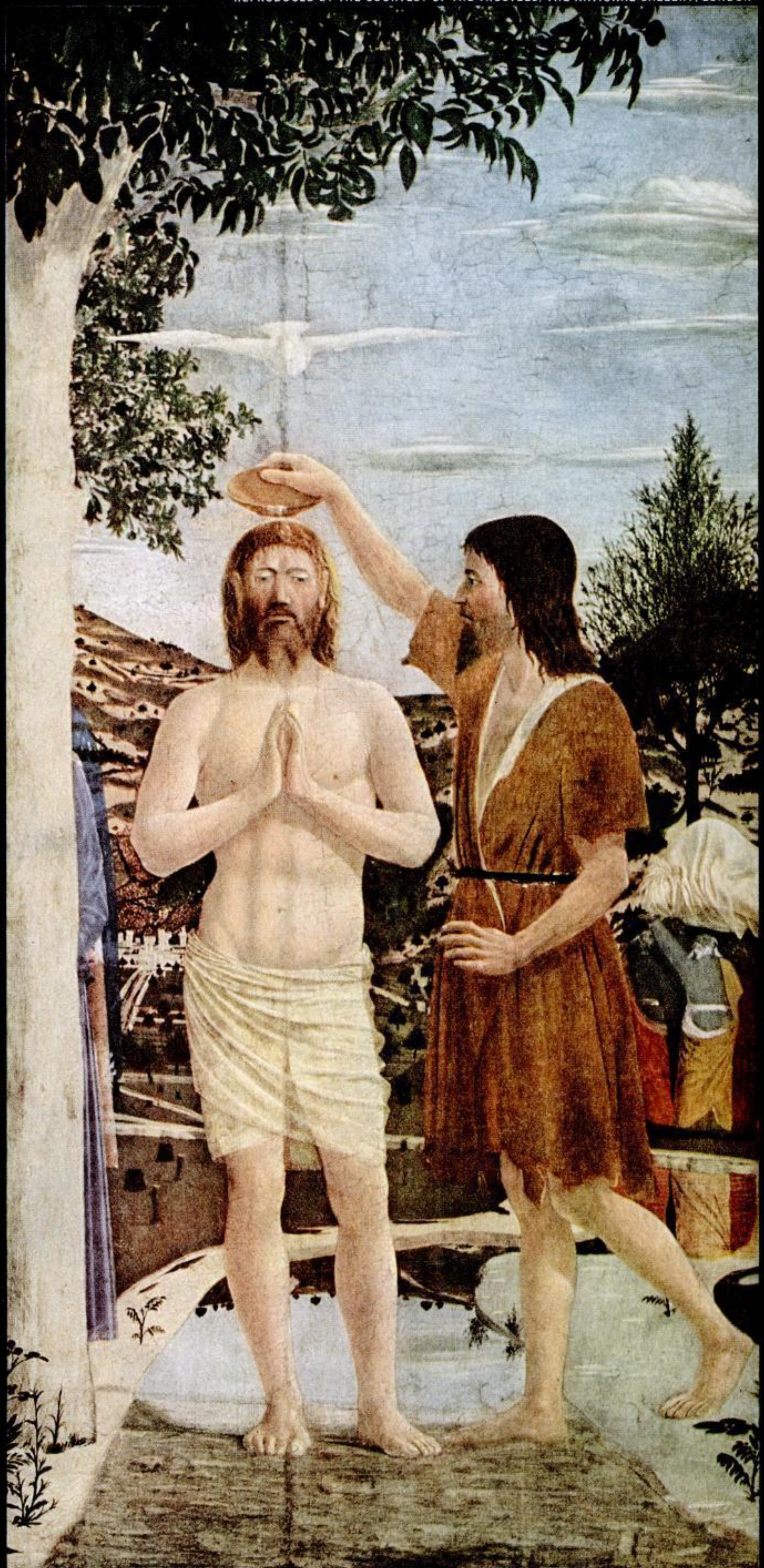
photo © Karsh, Ottawa





IN DECEMBER of this year, LIFE will climax its series on "The World's Great Religions," by devoting an entire issue to a single subject, "Christianity." Drawing upon a vast treasury of paintings and photographs, LIFE will document visually the basic teachings, tenets and development of Christianity. Then, giving special emphasis to the genuine Christian revival in the United States, LIFE's cameras will focus on the visible evidences of Christianity as it is practiced in the world today.

The subject, 2000 years of Christianity, is so immense as to tax the ingenuity and editorial resources of any magazine. Thus LIFE has devoted almost two years of preliminary planning and research to ensure that this issue will reflect, as nearly as possible, the grandeur and fervour of this Christian faith.

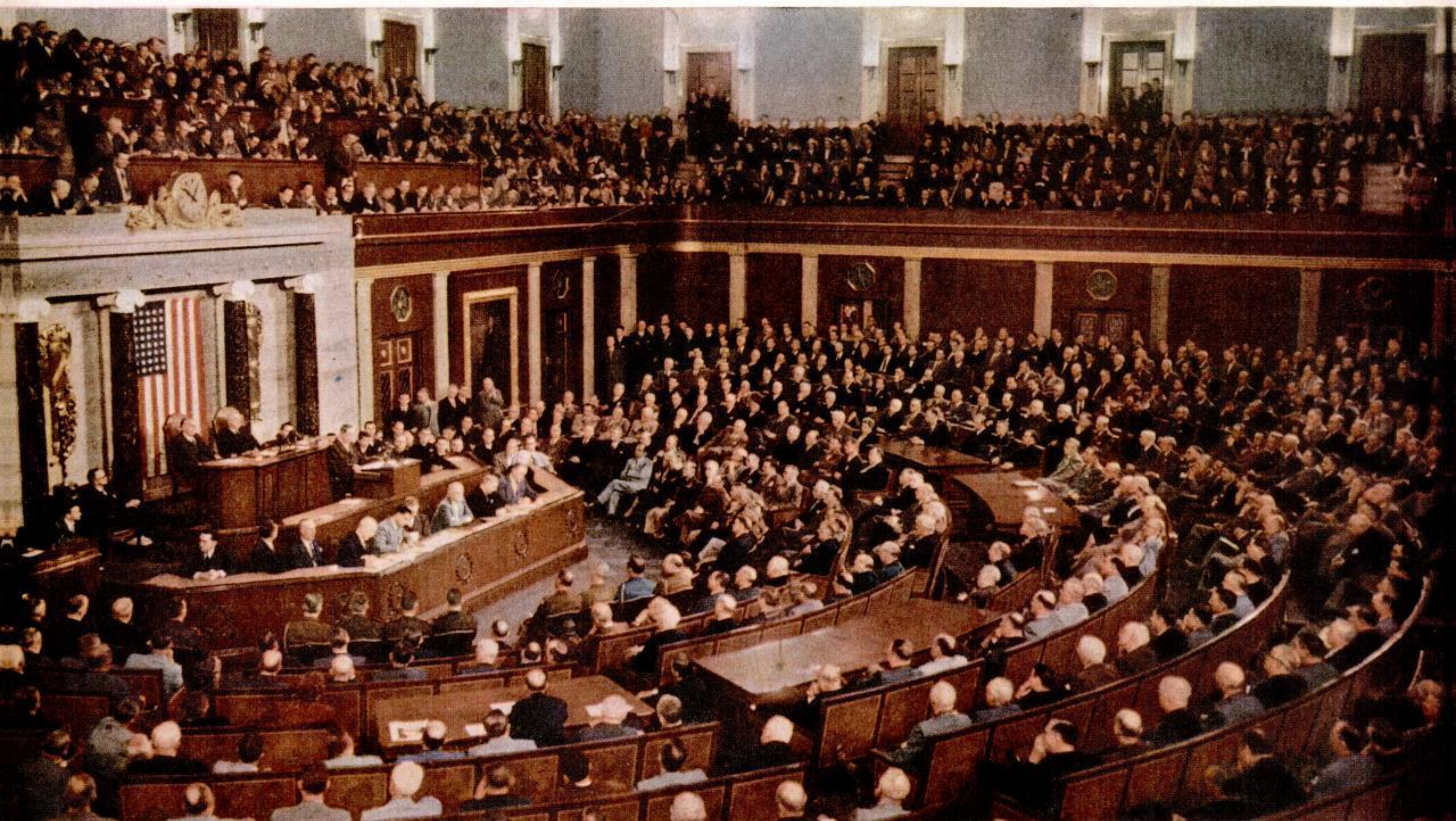


Detail from THE BAPTISM By Piero Della Francesca



PRESIDENTIAL HONOR came at Wake Island conference when, in surprise ceremony, Truman pinned a Distinguished Service Medal on MacArthur—

the general's fifth DSM. At far left is then-Brigadier General Whitney, who was promoted to major general after Truman had returned to Washington.



CONGRESSIONAL HONOR came when Congress convened in joint session to hear MacArthur after his recall. An estimated 30 million watched speech

on TV and many more heard it on radio: "I now . . . fade away—an old soldier who tried to do his duty as God gave him the light to see that duty. Goodby."

RENDEZVOUS WITH HISTORY, PART IV

THE WAR MACARTHUR WAS NOT ALLOWED TO WIN

Politics behind Wake Island meeting . . . fighting in a policy vacuum . . .
the abrupt dismissal . . . a promise that almost led to the White House

by MAJOR GENERAL COURTNEY WHITNEY

Three months after the outbreak of the Korean war, as Major General Courtney Whitney (U.S.A., Ret.) related in LIFE's previous instalment of his book *MacArthur's Rendezvous with History*, MacArthur had in effect won it with his strategy of landing at Inchon. In this final instalment from his book General Whitney, who was

MacArthur's military secretary, now gives a firsthand description of the historic events which followed Inchon. There have been many differing interpretations of those events and of the issues and questions raised by the Korean war. These set forth by General Whitney are presented as the authoritative answers of General MacArthur.

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THE end result of the Korean war for the U.S., we can see now, was an expenditure of \$22 billion and the loss of 33,600 young men to little lasting purpose beyond the destruction of American prestige all over Asia. Certainly this was not the intent of President Truman when he made the brave decision, which General MacArthur heartily applauded at the time, to resist the aggression of the North Korean Communists. Yet that was the eventual result of his policies.

It took a little time for the American courage that rolled back the North Korean attack to become transformed into the timidity and abject wheedling with which the U.S. faced the Chinese Communists when they intervened in the war. But some signs of timidity in Washington were early in making themselves apparent, even to MacArthur's headquarters 7,000 miles away.

The first clear indication he had that the U.S. might actually compromise with victory came in the handling of Formosa. MacArthur disagreed with the President's orders to the Seventh Fleet to neutralize the island, thereby protecting the enemy as well as our Nationalist allies on Formosa. MacArthur is still convinced that this policy, which freed the Chinese Reds from the threat of Nationalist raids, made it possible for the Communists to employ large numbers of Chinese troops against his U.N. forces in Korea. But he did welcome the fact that the fleet was at the same time guaranteeing Formosa against seizure by the Communists.

On Aug. 17 he was asked by the Veterans of Foreign Wars to send a message to their 1950 National Encampment. He took the occasion to explain and endorse the strategy behind Truman's decision to keep Formosa out of the hands of the Reds. "The geographic location of Formosa," he pointed out, "is such that in the hand of a power unfriendly to the United States it constitutes an enemy salient. . . . Its military potential would . . . be fully exploited as the means to breach and neutralize our Western Pacific defense system and mount a war of conquest against the free nations of the Pacific basin."

"Nothing could be more fallacious than the threadbare argument by those who advocate appeasement and defeatism in the Pacific that if we defend Formosa we alienate continental Asia. Those who speak thus do not understand the Orient. They do not grasp that it is in the pattern of Oriental psychology to respect and follow aggressive, resolute

and dynamic leadership—to quickly turn from a leadership characterized by timidity or vacillation, and they underestimate the Oriental mentality. Nothing in the last five years has so inspired the Far East as the American determination to preserve the bulwarks of our Pacific Ocean strategic position from future encroachment, for few of its peoples fail accurately to appraise the safeguard such determination brings to their free institutions. To pursue any other would be to turn over the fruits of our Pacific victory to a potential enemy. . . ."

MacArthur sent his message to V.F.W. Commander Clyde A. Lewis through the Defense Department eight days before its release date. He heard nothing for a week. Then, suddenly, there arrived a message from the Secretary of Defense.

The wire was unusually formal and brusque, directing in the name of the "President of the United States" that he withdraw his message to the V.F.W. The reason given was that "various features with respect to Formosa are in conflict with the policy of the United States." MacArthur was utterly astonished. He sent for a copy of the message and re-examined it, but still could find no feature that was not in complete support of the President. All he could do in this impossible situation was send the reply which he did.

"My message," he said, "was most carefully prepared to fully support the President's policy decision. . . . My remarks were calculated only to support his declaration and I am unable to see wherein they might be interpreted otherwise. The views were purely my personal ones and the subject had previously been freely discussed in all circles, governmental and private, both at home and abroad."

An equally baffling point was that after waiting a week the Washington officials had now got themselves into a position where to suppress the statement would be far worse than doing nothing, since in that time the text of the message had already gone to press in the V.F.W. program and other publications. MacArthur therefore asked the Secretary of Defense, "Please . . . present my most earnest request to the President for reconsideration of the order given me in your message, as I believe that repercussions resulting from compliance therewith would be destructive and most harmful to the national interest."

In order to save time he asked in the same message to the Secretary that if the



PRESIDENTIAL CAR at Wake, old Chevrolet which was best auto there, carries Truman and MacArthur from airstrip.



SURPRISE VISITOR at the conference on Wake Island was Vernice Anderson, who later became famous when it was revealed that she had "recorded" the meeting from behind an open door. She is shown here with John Muccio, U.S. ambassador to Korea, who went to meetings in MacArthur's plane.

WELCOME VISITOR was a sailor who rushed past the MPs and up to MacArthur just as the general was getting ready to board the *SCAP* to return to Tokyo. MacArthur, surprised at first by the commotion, discovered that the sailor merely wanted to shake his hand and responded with jovial greeting.



MacARTHUR CONTINUED

decision remained unchanged the following be sent to the commander in chief of the Veterans of Foreign Wars in his name: "I regret to inform you that I have been directed to withdraw my message to the National Encampment of Veterans of Foreign Wars." He soon received from Washington the cryptic note: "Your message to Clyde A. Lewis forwarded verbatim as requested."

MacArthur was never given any explanation of this incident.

In retrospect he believes that his statement to the V.F.W. ran afoul of plans being hatched in the State Department to succumb to British pressure and desert the Nationalist government on Formosa. Under ordinary circumstances MacArthur's statement would cause no international difficulties because it echoed and explained an already announced U.S. policy. But in the event that the State Department was conspiring with the British to hand over Formosa to the Communists, it is easy to see how the statement to the V.F.W. would cause consternation.

ON Oct. 12 MacArthur was still puzzling over the Formosa mystery when General George C. Marshall, who had succeeded Louis Johnson as Secretary of Defense, cabled that the President wanted to arrange a conference with him: "The President would like to confer on the following 15th, either at Honolulu or Wake Island." MacArthur replied, "I would be delighted to meet the President on the morning of the 15th at Wake Island."

Nothing was said in Marshall's wire or in subsequent messages of the reason for this meeting which was taking the President on so long and arduous a journey.

Some of the American correspondents in Tokyo requested permission to accompany MacArthur to Wake Island. In view of the fact that a planeload of White House correspondents was coming, MacArthur assumed that the Tokyo representatives should be permitted to attend too, particularly since his plane could accommodate them. He passed the newspapermen's requests along to the Pentagon; it was promptly and somewhat curtly disapproved.

We arrived at Wake Island in time for a brief overnight rest before MacArthur stationed himself at the runway for the President's arrival. This was 6 a.m., but he had to wait half an hour while a plane of presidential advisers and two other planes carrying 35 reporters and photographers alighted on the landing strip. Correspondents were swarming all over the field as the *Independence* finally landed and came to a halt just beyond MacArthur's plane, the *SCAP*. When the President stepped down, MacArthur held out his hand. Truman took it and grinned as he said, "I've been a long time meeting you, General."

MacArthur replied, "I hope it won't be so long next time."

Then they were driven to a quonset hut which had been designated as the President's headquarters. For almost an hour they engaged in a private conversation behind closed doors, with no one else present. MacArthur has never spoken out on the details of this intimate conversation. But so much political capital has been made out of the Wake Island conference that I feel constrained to reveal these facts which were told me by MacArthur shortly thereafter.

Their private talk was a "relatively unimportant conversation." The Korean war was not discussed. MacArthur expressed his regret that any misunderstanding had arisen over his message to the V.F.W. on the

strategic importance of Formosa, but the President quickly brushed the subject aside by saying, "Oh, think nothing more about that." So nothing more was said about Formosa, and most of the rest of the conversation was devoted to, of all things at this time, the fiscal and economic problems of the Philippines.

By 7:30 a.m. Truman and MacArthur had reached the administration building where the conference got underway at precisely 7:36. As the meeting began, the President's press secretary, Charles G. Ross, happened to notice that Colonel Laurence E. Bunker, MacArthur's aide-de-camp, was taking shorthand notes, whereupon he turned to MacArthur and told him that no record was to be made of the talks.

Then the President unfolded in front of him a sheet of paper. From the "ringside seat" I happened to occupy, slightly to the right and rear of the President and to the left of MacArthur, I could see that about a dozen items were listed on the paper. Mr. Truman opened the conference by saying that he had had a pleasant session with General MacArthur and that now we were all going to talk together. Mr. Truman then read one by one the topics listed on his sheet of paper. The first concerned the rehabilitation of Korea, and the series that followed dealt in a broad way with most of the problems of the Far East, including political as well as military aspects of the Korean war, the peace treaty with Japan, postwar difficulties in the Philippines, the possibility of war in Indochina, etc.

On each of these subjects, as they were introduced, MacArthur gave his complete views. Each time, when he had finished, the President nodded his head and observed, "Well, that's just about the way I see it—anyone else want to comment upon that topic?" Only one of these presidential questions concerned the possibility of Red Chinese intervention in the Korean war. I shall come to that subject shortly.

As soon as the President had completed the agenda before him, he looked up and said, "I have no further questions to ask," and the meeting adjourned, exactly one hour and 36 minutes from the time it had started.

A political chat

WHILE waiting for a "joint communiqué" to be drawn up on the conference—it was written by the President's advisers—Truman and MacArthur had another private conversation in the same quonset hut. Far Eastern problems were not discussed this time. Instead the conversation drifted around to American politics. MacArthur asked the President whether he intended to run for re-election in 1952. The President countered by asking MacArthur if he himself had any political ambitions. MacArthur promptly replied, "None whatsoever. If you have any general running against you, his name will be Eisenhower, not MacArthur."

The President chuckled. He expressed admiration for Eisenhower as a military man and friendship for him personally. "But," Truman said, "he doesn't know the first thing about politics." He paused a moment, and added, "Why, if Eisenhower should become President, his administration would make Grant's look like a model of perfection." The President seemed ready to go on at length in this vein, but MacArthur quickly swerved the conversation into other channels.

When the draft of the communiqué was brought in, MacArthur read it quickly and saw that it was couched in unspecific terms. He said he had no objection, and the President suggested he initial it, which he did.

CONTINUED



(A) The "Mark VI," table model 3-speed phonograph. Mahogany or light oak* finish. Model 6HF5, \$129.95. (Legs optional, extra.) (B) The "Mark IV," 3-speed phonograph console. Mahogany or light oak* finish. Model 6HF4, \$169.95. (C) The "Mark III," 3-speed phonograph-FM-AM radio console. Mahogany or light oak* finish. Model 6HF3, \$325. (D) The "Mark II," 3-speed phonograph-FM-AM radio console. Mahogany or light oak* finish. Model 6HF2, \$650. (E) The "Mark I," twin-console 3-speed phonograph-FM-AM radio-tape recorder. Traditional styling in mahogany finish; modern, natural walnut. Model 6HF1, \$1600. *Light rift oak finish slightly higher.

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**WON'T BURN
or IRRITATE eyes!**

- Leaves hair shining, easy to comb
- Pure, gentle, safe
- Wonderful for all the family



MacARTHUR CONTINUED

There remained only the courtesy of seeing the President off before we ourselves were on our way back to Tokyo.

What the U.S. taxpayers got for the large expenditure of money the Wake Island meeting cost in transportation, not to mention the time of its public servants, was virtually nothing. Little was accomplished that could not more conveniently have been done over the telecon. Not a question was asked of MacArthur on which Washington did not already have his full views.

But what Truman personally—and the Democratic party—gained by the trip was tremendous in terms of political advantage. By this one stroke, only three weeks before the 1950 congressional elections, the President was able to establish a connection between his administration and the military strategy against which most of his military advisers had argued but which had just won the great victory at Inchon.

The President did not, however, drape the mantle of MacArthur about his shoulders without at the same time misleading the American public. I have mentioned, for example, the brief exchange between MacArthur and Truman on the subject of Formosa. Imagine MacArthur's surprise when the President, first at the general conference and later to the press, made this statement: "General MacArthur and I have talked fully about Formosa. There is no need to cover that subject again. The general and I are in complete agreement."

MacArthur let this pass without challenge at the time, believing it to be simply an unfortunate method of expression. But when it was picked up and widely propagandized as indicating that the President had caused MacArthur to change his stand, MacArthur had me issue a statement saying that "no policy discussion whatsoever was held at Wake Island with reference to Formosa," and that "MacArthur still feels as he did . . . about Formosa."

I was as puzzled as MacArthur when Press Secretary Ross showed such anxiety at the sight of Colonel Bunker starting to take notes on the conference. We gave no further thought to this, however, until months later when General Bradley produced sketchy notes of the conference which were alleged to have been surreptitiously taken. Without our knowledge the private secretary of Philip Jessup, a member of the presidential party, had evidently been secreted behind a partially opened door to the conference room. Lurking behind the door, she could record only what she could hear through the small opening and what she could see by peeping through the keyhole, with the result that her account of the conference could at best be sadly inadequate. MacArthur did not even know of her presence, and when she made an appearance after the conference, he looked up in surprise and said, "Where did this lovely lady come from?" I am sure that had he known that she was there to record the proceedings, he would have been delighted to suggest that she be seated at the conference table where she could prepare an accurate account without undue strain upon her eyes and ears.

The chances of Chinese intervention

BUT the best example of how the Administration used the Wake Island conference against MacArthur is shown by the President's charge that the general had given him "assurance" that the Chinese Communists would not enter the Korean war.

Here is what both Truman and MacArthur said on the subject:

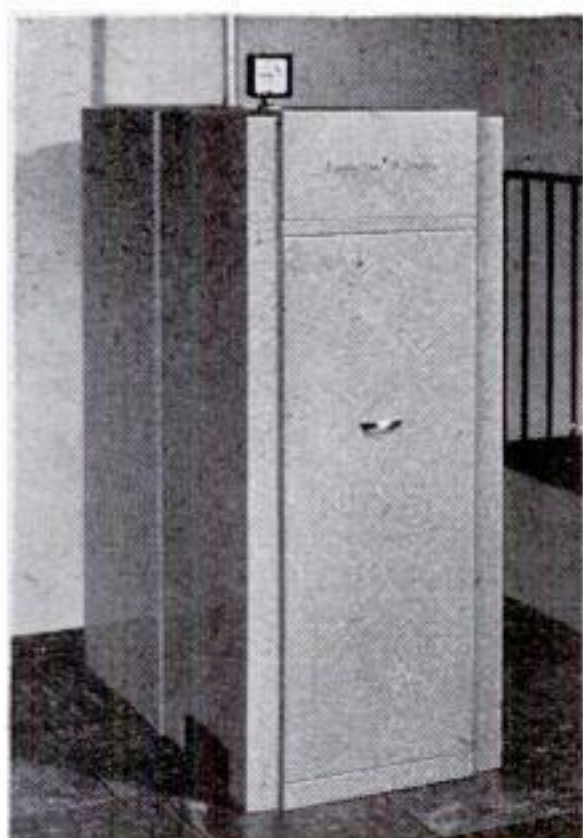
Truman asked, "What are the chances for Chinese or Soviet interference?"

MacArthur replied that his answer would be purely speculative but that his guess would be "very little." MacArthur proceeded from the premise, which the others present knew, that there was no evidence from Peking that Red Chinese intervention was under serious consideration. No intimation of such a possibility had been communicated to him by Washington. And field intelligence, badly handicapped by the orders of the Joint Chiefs of Staff to restrict air reconnaissance to North Korea, could furnish no reliable clue.

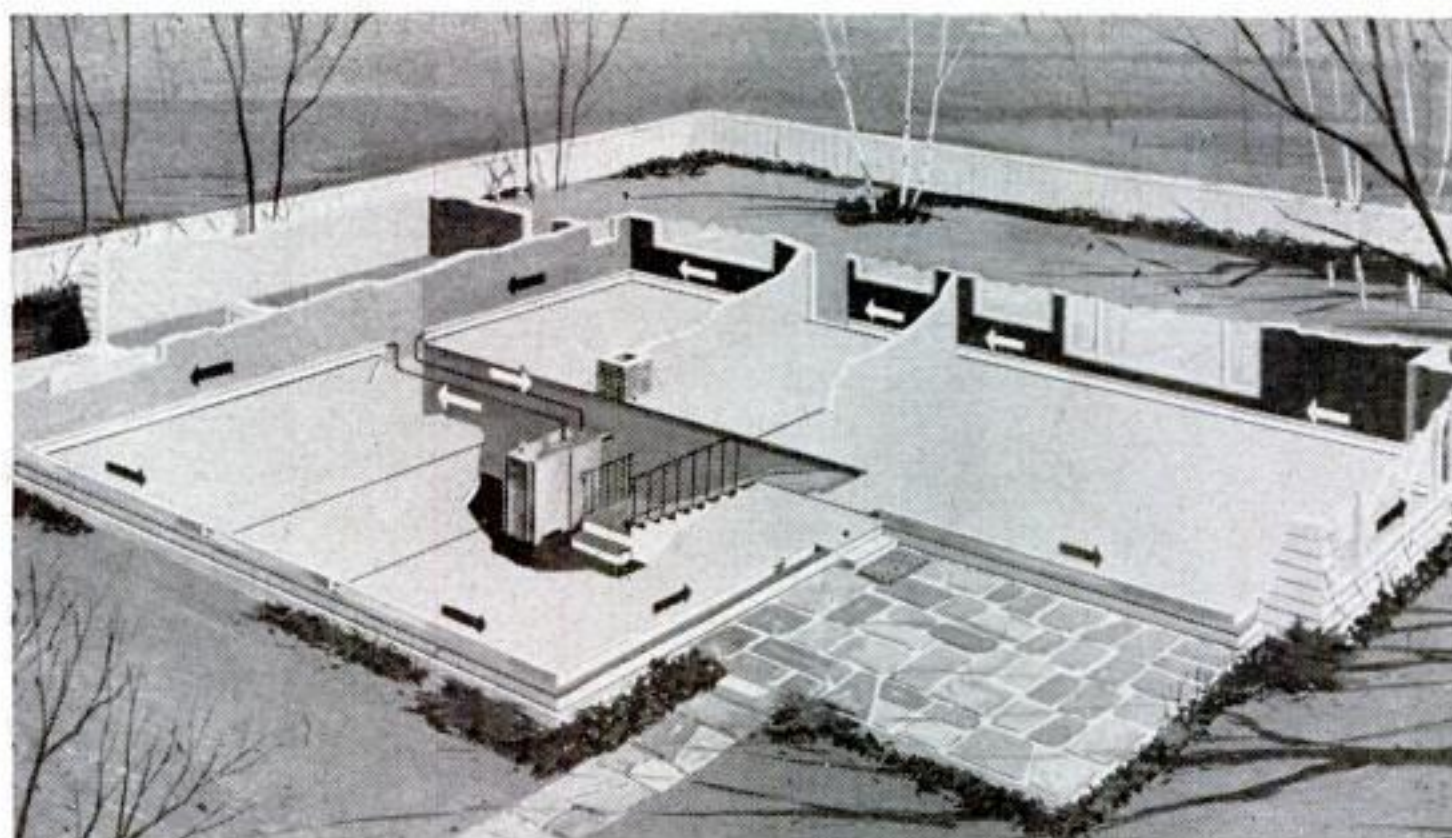
But what is most important about the entire discussion is an understanding of the military assumptions upon which MacArthur was naturally basing his qualified guess. It seemed to him at the time, as indeed it still does today, that if an enemy attacked our forces, we would immediately retaliate. This would appear to be so obvious an axiom that it did not even need to be stated. If the Chinese intervened, we could use our undisputed air and naval superiority at the very outset to establish an effective blockade of the Chinese coast and launch destructive blows against Red China's Manchurian bases of supply.

We were not pretending that the units of our Navy and Air Force were blockading and bombing the North Korean enemy only in South Korea. We had responded to the North Korean attack by carrying the war to the enemy in North Korea. MacArthur naturally assumed that in the case of China we would do the same.

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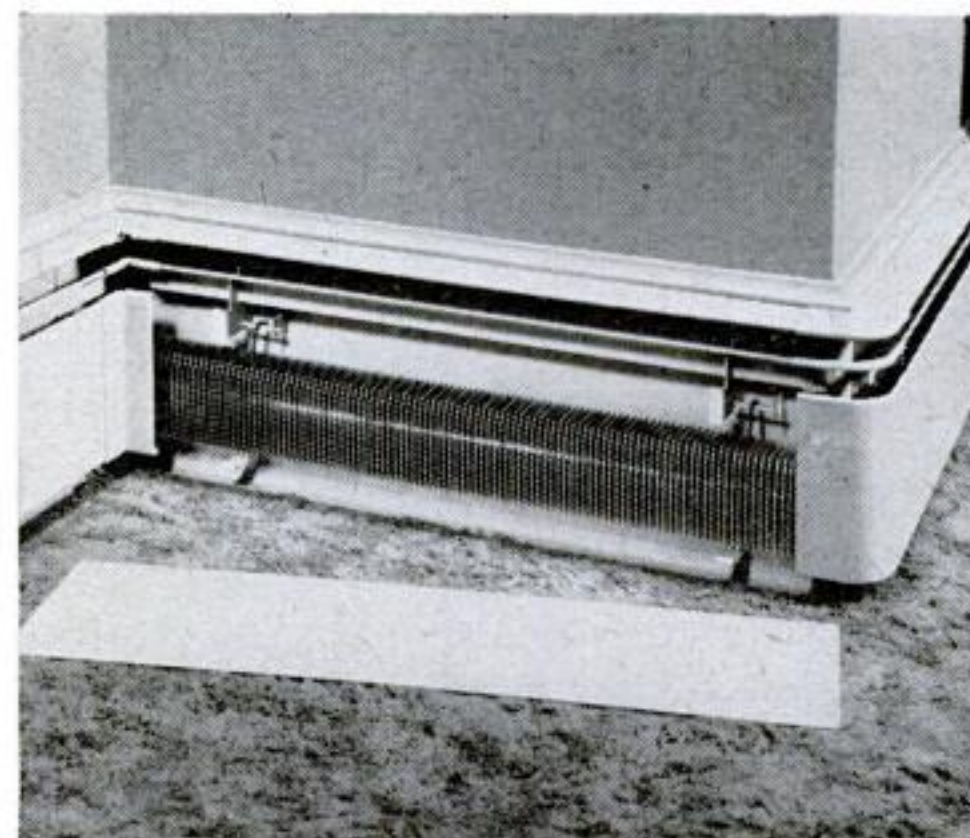


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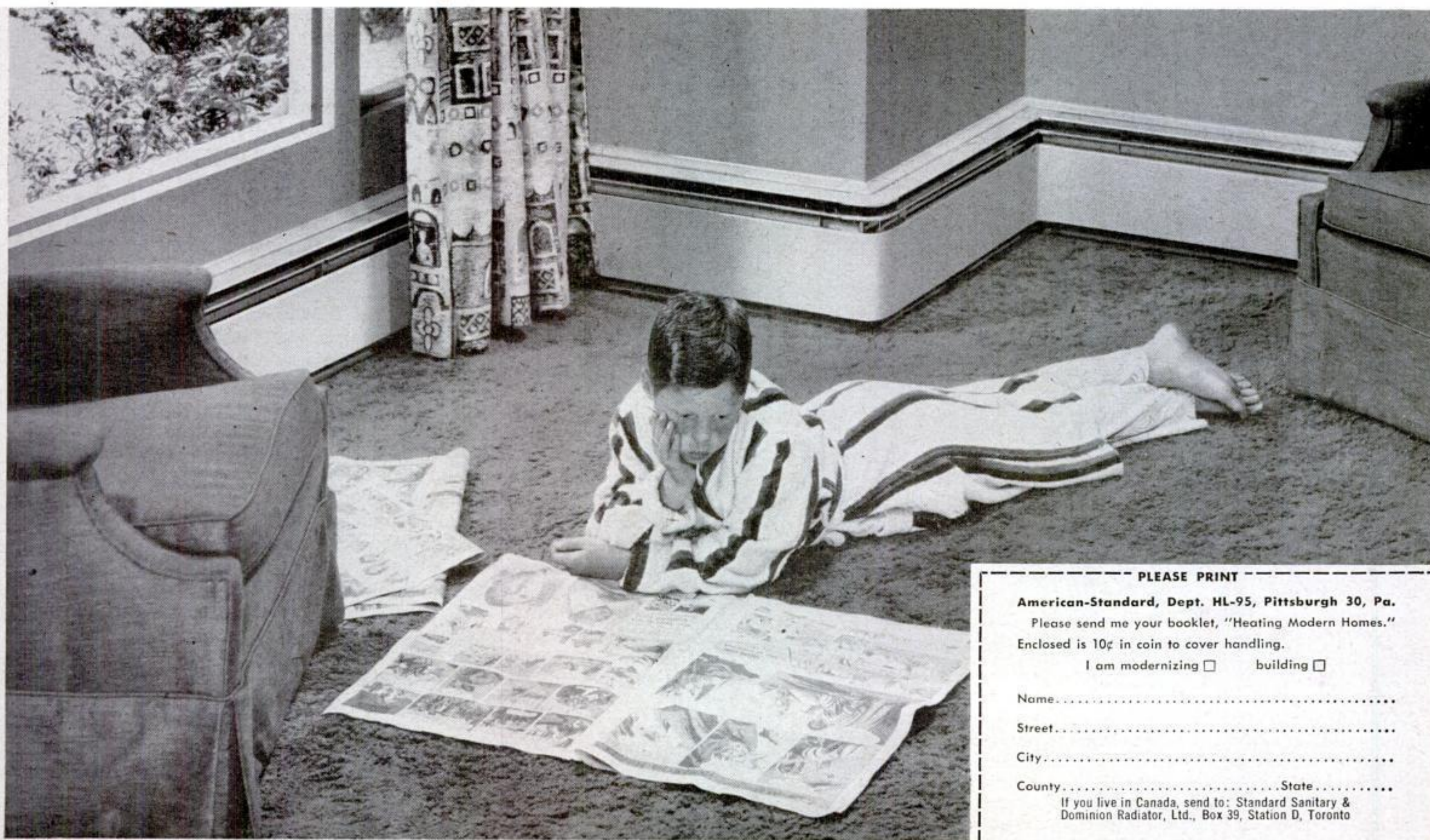
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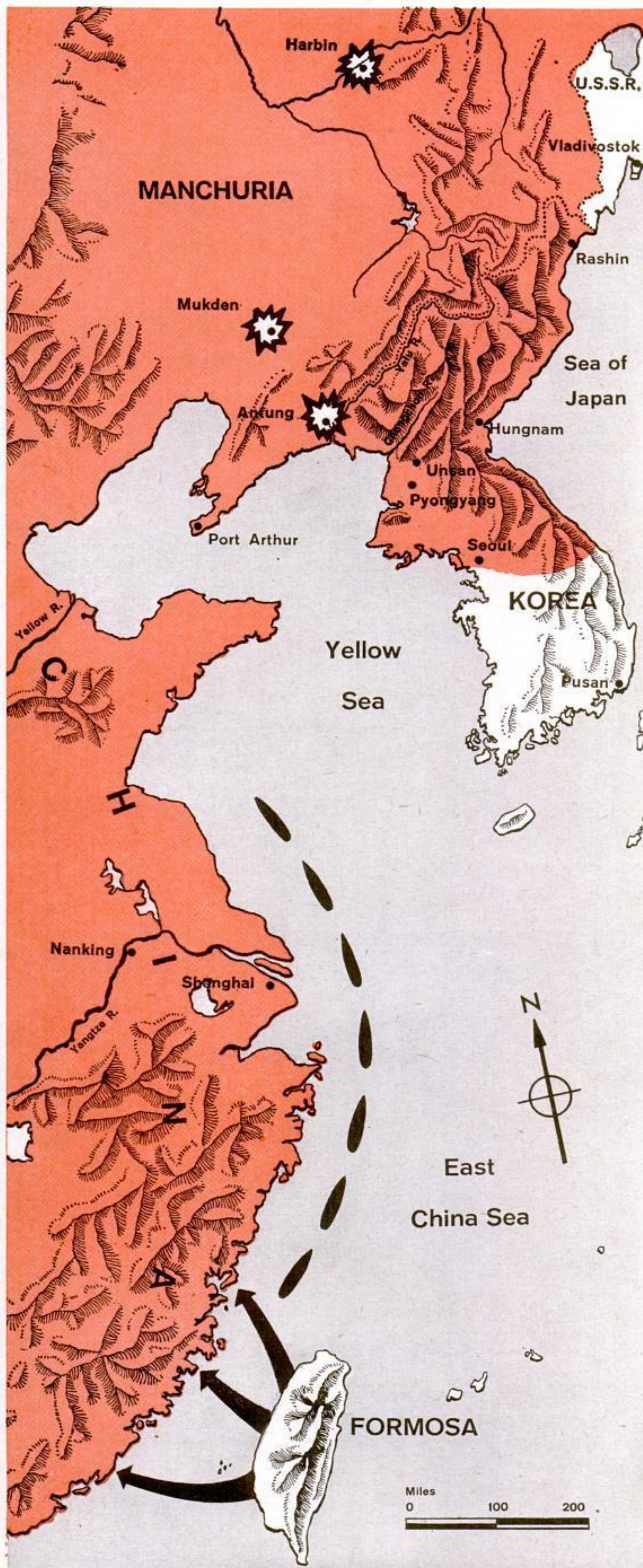
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HOW TO WIN THE KOREAN WAR, by MacArthur's strategy, is shown on this map. Red shading shows Communist area, and penetration in Korea. MacArthur would have bombed such Manchurian cities as Harbin (railhead), Antung (port) and Mukden (arms depot), plus targets in China proper to destroy her "industrial capacity to wage war." He would also have blockaded the China coast and released Nationalist troops on Formosa for hit-and-run raids that would have pinned down Red defense forces. Other Nationalist soldiers would have reinforced U.N. troops.

It never occurred to MacArthur to question President Truman and his advisers on whether or not they intended to take such a course. It would have been like asking if we intended to fight the enemy with guns or with bows and arrows.

Why this obvious point eluded the President and his military advisers MacArthur will never know. But it could not have eluded the Chinese generals; of that MacArthur is sure. It follows, then, that there can be only one circumstance under which the Chinese did finally decide to enter the Korean war: someone must have told them what no one told MacArthur. Someone must have told them that even if the Red Chinese swarmed across the Yalu into North Korea in overwhelming hordes, even if they slaughtered U.N. soldiers by the thousands on the battlefield and in the prisoner of war camps, the U.S. Government would meekly decline to retaliate and the Reds' staging and supply area in Manchuria would remain a sanctuary.

Despite false charges to the contrary, MacArthur did *not* predict unequivocally that the Chinese would not enter the Korean war. And it is of interest to note that so convinced were the President's advisers that there would be no intervention that General Bradley asked MacArthur when he thought he could spare a division for Europe. MacArthur estimated that the North Korean enemy might well be defeated in time for the Eighth Army to leave Korea by Christmas. And the plans for the political unity of Korea and its postwar government and rehabilitation were discussed as a matter for the immediate future.

After MacArthur and the President had met and started to converse, the general was sure that the conference would prove a constructive one. MacArthur liked Mr. Truman from the start and was delighted with his engaging personality. It was only later, when Mr. Truman made his amazing charge that MacArthur had misinformed him on the possibility of Red Chinese intervention, that MacArthur understood what the Wake Island meeting actually was: a sly political ambush.

The dread news

ON the night of Oct. 26, only 11 days after MacArthur had returned from Wake Island, a squadron of the Eighth Cavalry Regiment ran into sudden resistance at Unsan, North Korea (*map, left*). The regiment was making an almost uninterrupted advance toward the Yalu River, the boundary between North Korea and Manchuria, when the enemy struck. The regiment was cut off and badly mauled. A series of sharp enemy blows hit the ROK (Republic of Korea) II Corps east of Unsan on the central front and sent it reeling for a loss of 10 to 12 miles.

Lieut. General Walton H. Walker quickly ordered the other forward elements of his forces to withdraw from the positions they then held and to join the main body of his Eighth Army in a line along the Chongchon River. All of them accomplished this withdrawal without incident, except the 7th ROK Regiment, which suffered heavy losses in men and equipment. Simultaneously most of the other U.N. units were feeling increasing enemy pressure. Then came the dread news: prisoners taken in the course of this period indicated for the first time that an estimated minimum of three divisions of Red Chinese had joined the battle.

This was a great deal more than the occasional Chinese "volunteers" who had been showing up at the front from time to time. So the great problem was posed. Were the Chinese finally intervening in force?

There was one weapon MacArthur could use to make sure that this introduction of Chinese troops did not immediately become massive intervention. He ordered his air chief, Lieut. General George E. Stratemeyer, to employ 90 B-29s on the morning of Nov. 7 to destroy one of the important Yalu bridges and cut off this easy line of entry from Manchuria into North Korea. He advised the Joint Chiefs of Staff of his orders before he retired on the night of the 6th.

He was awakened at 2 a.m. by a messenger bearing an urgent dispatch from the Joint Chiefs. The dispatch countermanded his order to Stratemeyer and directed MacArthur "to postpone all bombing of targets within five miles of the Manchurian border until further orders."

MacArthur jumped out of bed and took the message to his desk, to read it under a stronger light than that provided by his bed lamp. Incredible as it seemed, Washington was extending to the Chinese protection not only for the bridges, which were the only means they had for moving their men and supplies across that wide, natural river barrier into North Korea, but also allowed them a five-mile-deep area in which to establish a bridgehead. It would be impossible to exaggerate MacArthur's astonishment. He took time only to cancel his order to Stratemeyer, pending further instructions, before sitting down to compose his reply.

"The only way to stop this reinforcement of the enemy," he wrote, "is the destruction of the bridges by air attack and air destruction of installations in North Korea which would facilitate the movement. . . . Under the gravest protest I can make, the operation has been suspended. I feel that the operation is within the scope of the rules of war and the

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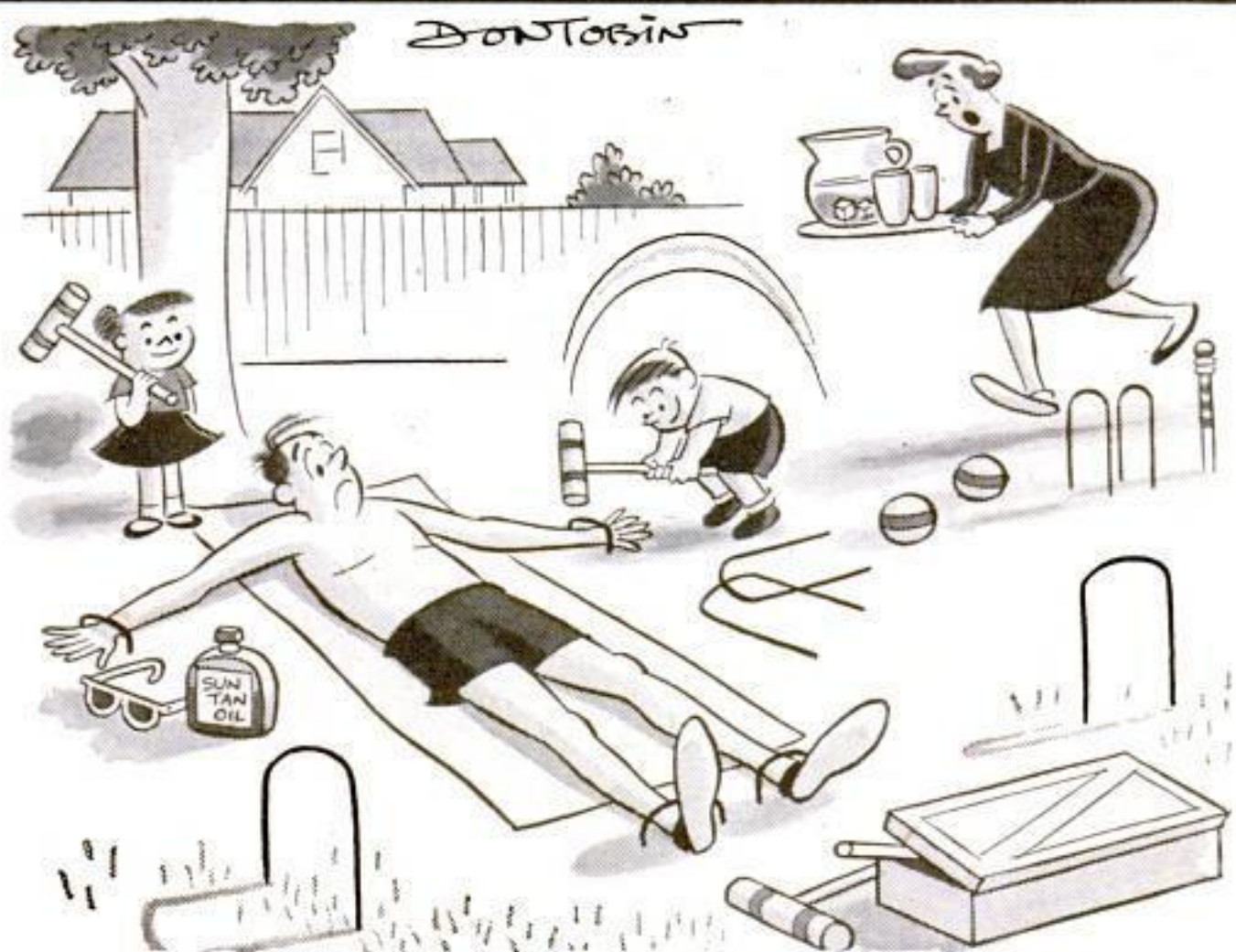
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WITH RIDGWAY (left, rear seat), bundled-up MacArthur sets out to visit front in midwinter of 1951. Ridgway succeeded Walker, killed in action.

MacARTHUR CONTINUED

resolutions and the directions which I have received. I request that the matter be brought to the attention of the President since I believe your instructions might well result in a calamity of major proportion, for which I cannot accept the responsibility. . . ."

All that resulted from this vigorous protest was a modification of the order to permit the bombing of the "Korean end of the Yalu bridges." At the same time MacArthur was cautioned to exercise extreme care to avoid violation of the Manchurian border and air space, i.e., the privileged sanctuary of the enemy, because of the "necessity for maintaining the optimum position with regard to the United Nations policies and directives, and because it was vital to the national interests . . . to localize the fighting in Korea. . . ."

Thus it was admitted to MacArthur that the attack by the Chinese Communists was not to be punished except by meek half-measures. Meanwhile, Stratemyer studied the conditions under which the bombing of the Yalu bridges was to be permitted, compared them with what he knew about the concentrations of Chinese antiaircraft installations and the fact that many of the bridges run east and west, and concluded that knocking out the bridges was virtually impossible.

As we know now, after Nov. 6 there followed 20 days during which massive armies of Red Chinese crossed the Yalu bridges—20 days during which the near disaster which followed could have been averted.

During this time General Walker, at the Korean front, was making his preparations for coping with the new threat. In a message he sent MacArthur on the same day as the fateful decision was made to protect the Yalu bridges, Walker wrote: "Plans have been prepared for resumption of the offensive employing all forces available to the army to meet the new factor of organized Chinese forces. These plans will be put into execution at the earliest possible moment. . . ."

MacArthur agreed with this plan and quickly endorsed it. Indeed, a directive from the Joint Chiefs of Staff, sent to him right after Inchon, left him no choice. It read: "Hereafter, in the event of the open or covert employment anywhere in Korea of major Chinese Communist units, without prior announcement, you should continue the action as long as, in your judgment, action by forces now under your control offers a reasonable chance of success. . . ."

The disposition of his troops was meticulously planned for a two-fold purpose: 1) If the Chinese meant to intervene in great force and had set a trap for the U.N. forces, this drive would spring it before the enemy was fully prepared, i.e., before more thousands of Chinese troops could pour across those bridges which MacArthur was unable to take out. 2) If there were no trap, the drive would finish the Korean war.

So on Nov. 24, 1950 MacArthur gave Walker the signal: advance.

THE attack had barely begun when MacArthur received a disquieting message from the Joint Chiefs of Staff: "There is a growing concern within the United Nations," the message read, "over the possibility of bringing on a general conflict should a major clash develop with Chinese Communist forces as a result of your forces advancing squarely against the entire boundary between Korea and Manchuria. . . ." Accordingly, the Joint Chiefs suggested that after advancing to a position at or near the Yalu, MacArthur use ROK forces to "hold

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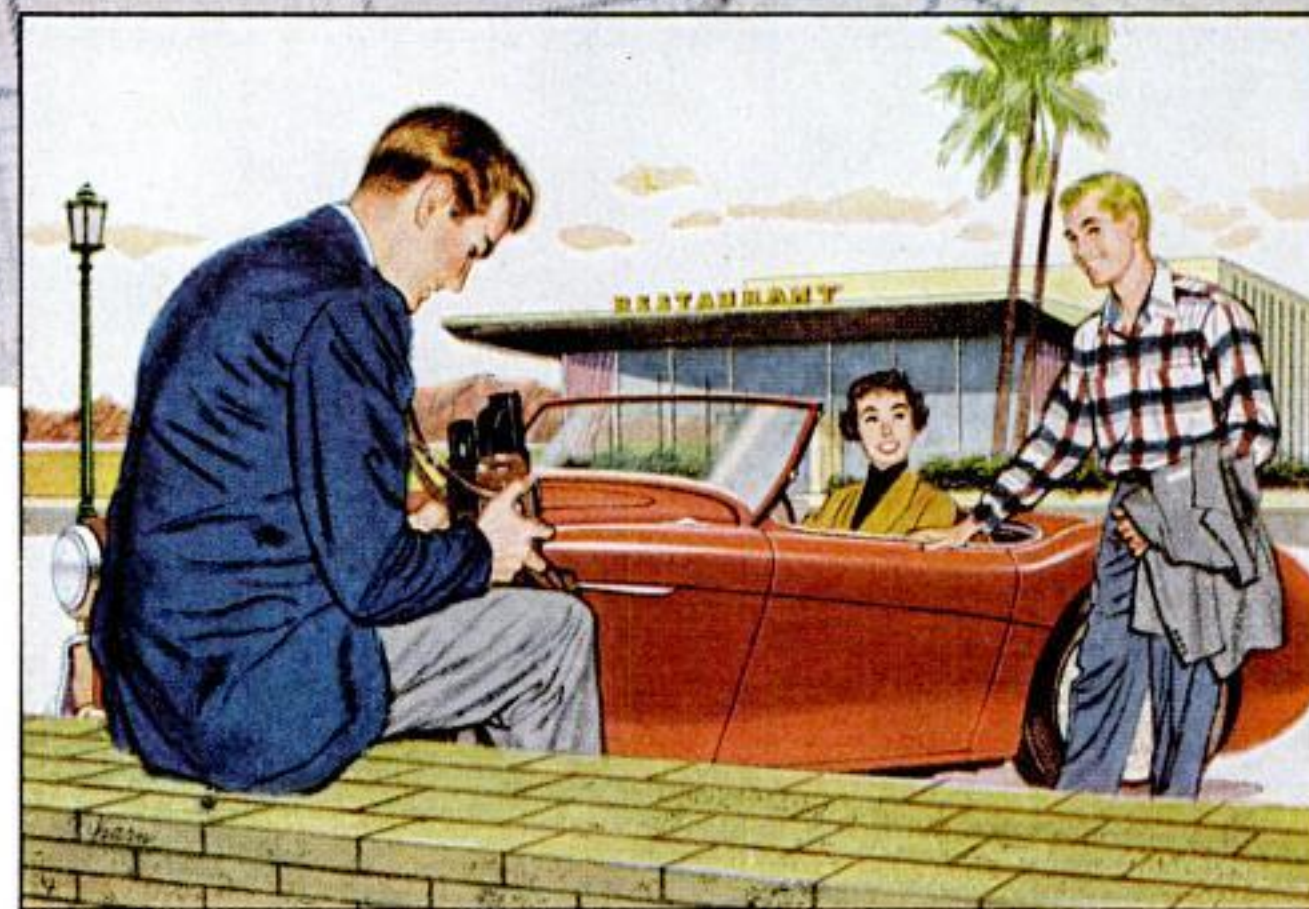
Left: No. J4059—Glove-soft leather; black foam crepe sole and heel. Center: No. J2711—Grey Briarhide collskin; leather sole, rubber heel. Right: No. J4549—Beaver grain leather; flexible leather sole.

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the terrain dominating the approaches to the valley of the Yalu." MacArthur replied on Nov. 25 that "the suggested approach would not only fail to achieve the desired result, but would be provocative of the very consequences we seek to avert." Militarily, he pointed out, "it would be utterly impossible for us to stop upon terrain south of the river as suggested and there be in position to hold under effective control the lines of approach to North Korea."

On the following day the Red Chinese struck in full force. Our troops were hit by seven Chinese field corps. The assault against the ROK forces on the right of the Eighth Army was so strong that the South Koreans broke before it, exposing the right flank of the remainder of the Eighth Army line to possible encirclement.

But the Red trap was sprung and MacArthur and Walker were ready for it. This is a fact which cannot be stated too forcefully. MacArthur's troops did *not* rush blindly north into an ambush as claimed by some detractors. The push had been designed to be effective either as a mopping-up operation or a reconnaissance in force; and now it

'... HOME BY CHRISTMAS'

In his book General Whitney reveals for the first time the reasoning behind MacArthur's seemingly off-hand remark as he launched the advance to the Yalu in the autumn of 1950: "I hope we can get the boys home by Christmas."

During a visit MacArthur made to the front-line command post of Major General John B. Coulter, the IX Corps commander, Whitney recounts, "MacArthur happened to recall the part of the Wake Island discussion in which Joint Chiefs Chairman Omar Bradley had asked when troops could be freed for European service and in which MacArthur had estimated that the Eighth Army might be able to leave Korea by Christmas. He also thought of the frequency with which the State Department had asked him to give public assurance to the Communists that the U.N. Command had no designs on territory beyond the Yalu—assurances that he had declined to give in so many words for fear they might be misinterpreted as reflecting weakness. And he thought of the troops who that morning were being sent into battle in the face of the bitterness of onrushing winter weather. Then, half in jest but with a firmness of meaning and purpose, MacArthur said to Coulter, 'If this operation is successful, I hope we can get the boys home by Christmas.'

"Those of us present certainly understood what he meant. Such was his method of reassuring the Chinese Communists that we had no designs of conquest beyond the Yalu River; of reassuring his troops that there was a definite limit to the campaign ahead; and of reassuring General Bradley that he had not forgotten the request of the Joint Chiefs to release troops from Korean duty as soon as possible. None regarded the remark as predicting the result of the battle, least of all MacArthur. But a few days later, when the Chinese struck in such force as to stop the advance, this remark was twisted and employed as a powerful propaganda weapon with which to bludgeon MacArthur."

had unhappily become the latter. Delaying actions had been planned for this development and Walker at once ordered them executed.

MacArthur informed Washington of his necessary decision to "pass from the offensive to the defensive." The Joint Chiefs approved his decision. A new war thus started in Korea.

The new situation called for a new strategy to meet it, and especially new forces. It was patently impossible to stem the enemy advance on such a wide front with the troops MacArthur then had in Korea. He turned to the only other major source available.

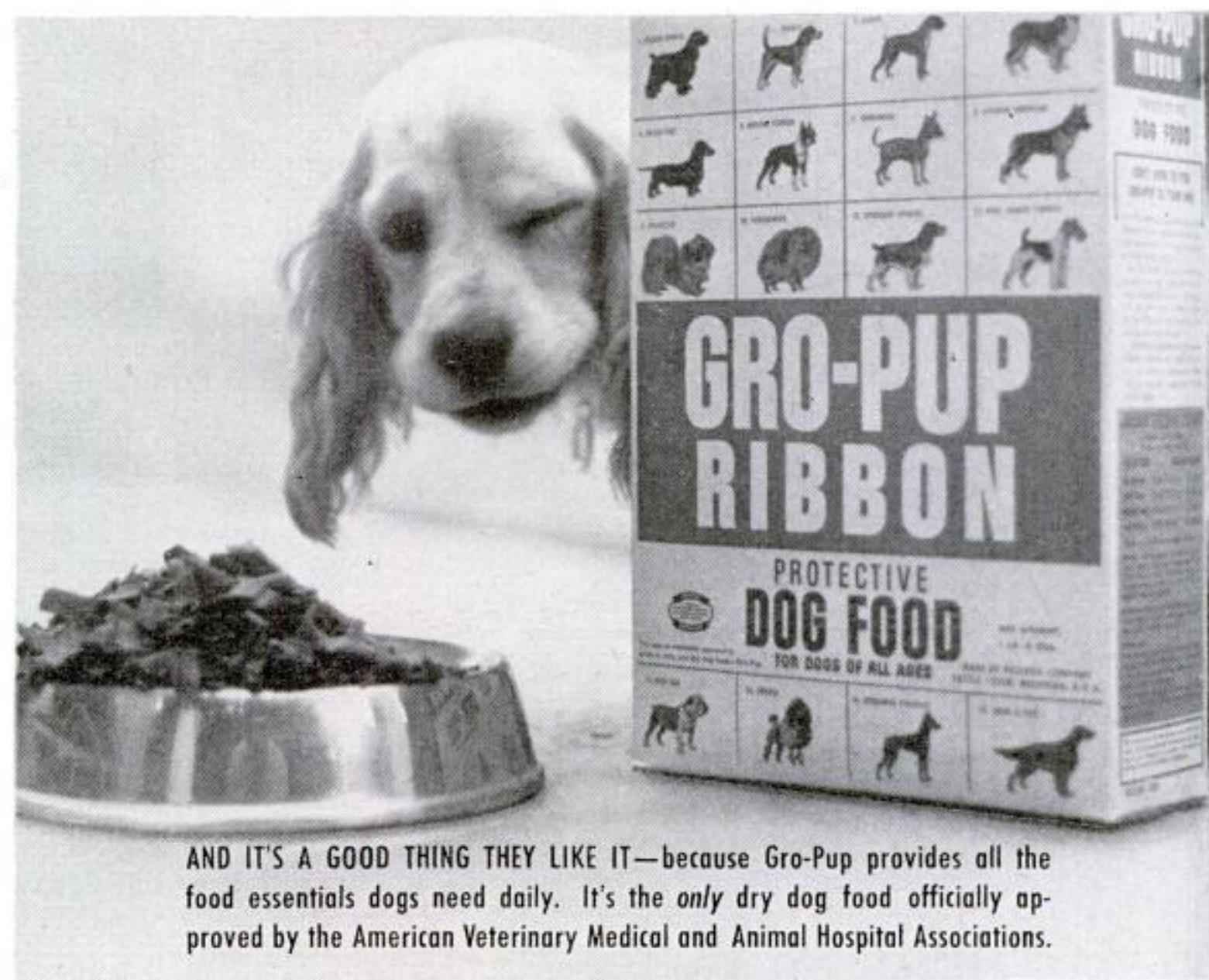
At the outbreak of hostilities in Korea five months earlier Chiang Kai-shek had offered his finest corps of 33,000 regulars, with more if needed. At that time MacArthur had been fully occupied integrating South Korean soldiers into his U.N. forces, and he had felt that the Nationalist Chinese soldiers should wait until a more propitious date. Now, however, he cabled the Joint Chiefs of Staff urgently requesting authorization to employ Nationalist troops.

He received a particularly discouraging reply. "We shall have to consider," the Joint Chiefs said, "the possibility that it would disrupt the united position of the nations associated with us in the United Nations. . . . It may be wholly unacceptable to the Commonwealth countries to have their forces employed with Nationalist China. . . ."

Evidently the British preferred sabotaging the U.N. effort in Korea to fighting alongside Nationalist Chinese. Indeed, the British preferred the farcical diplomatic position of officially recognizing a nation and

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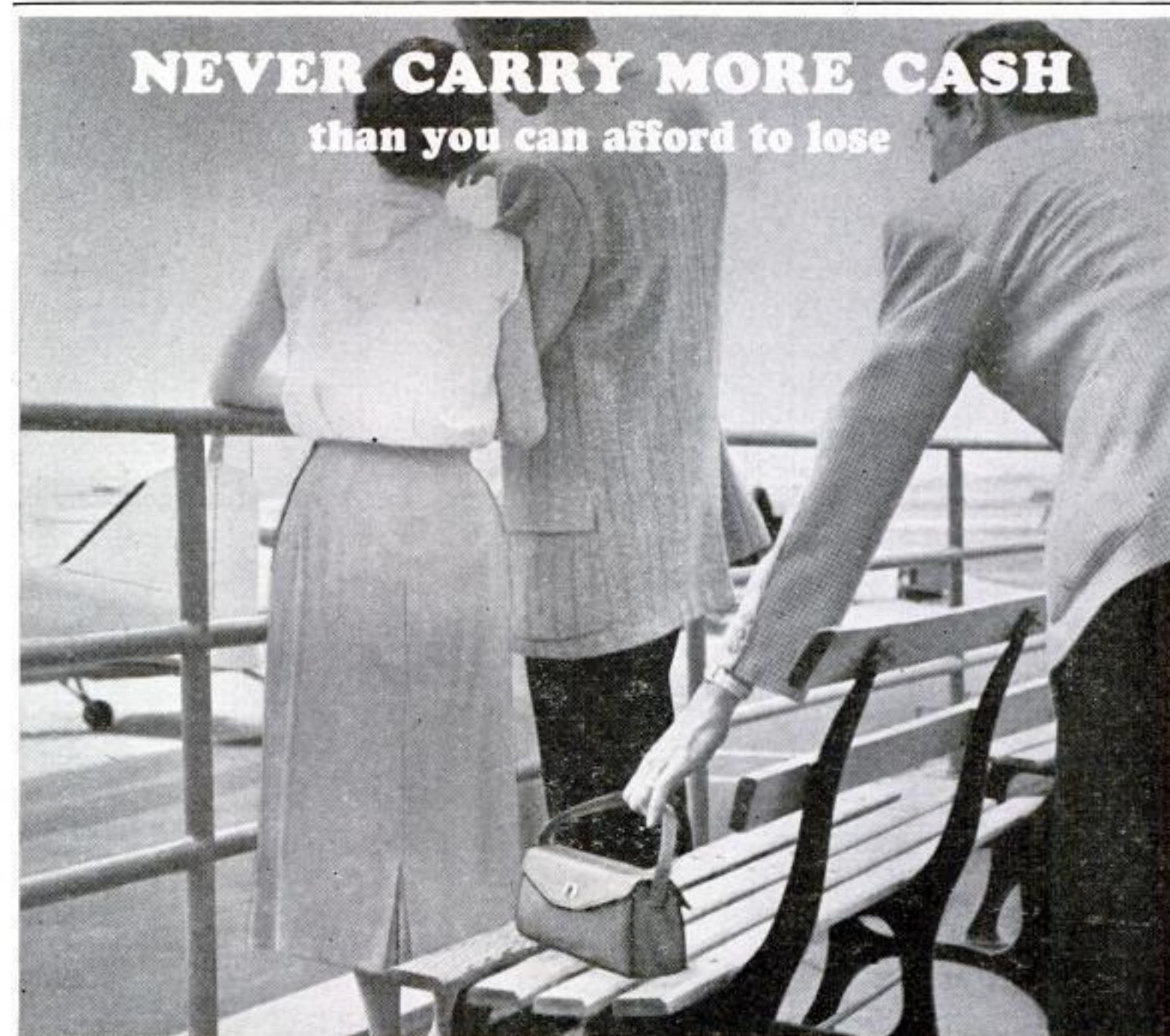


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IN PLANNED EVACUATION after Red Chinese attack, office equipment of South Korean

government is piled on Seoul sidewalk to be loaded on trucks and taken south to offices in Pusan.



TO SLOW ENEMY, bridge across Tongsongchon River is blown, as shown in two pictures. At left:

MacARTHUR CONTINUED

fighting its armies at the same time, as they were with Communist China.

It is no wonder that, with the U.N. political leaders weltering in such confusion, the public was receiving a highly misleading description of the battlefield situation. Scare headlines predicted a Korean Dunkirk. And since official Washington seemed to be supporting these untruths with silence, MacArthur felt that he had to correct them. This he did by publicly answering queries that had been sent him by some of the more responsible editors in the U.S. It brought him, on Dec. 7, a presidential directive: "In the light of the present critical international situation," it read, "and until further written notice from me . . . no speech, press release, or other public statement concerning foreign policy . . . or military policy should be released until it has received clearance from the Department of Defense. . . ."

MacArthur had little trouble guessing that this directive, supposedly sent to all theaters, was aimed squarely at him. But when he submitted a routine communiqué for clearance, he was told that such statements did not have to be cleared. And on Jan. 11 President Truman announced at a press conference that MacArthur was free to "say anything he wishes concerning the Korean war."

'Korea is not the place . . .'

MEANWHILE Red Chinese pressure was intensifying. The X Corps was forced to withdraw to the Hamhung-Hungnam area. Not only was the entire corps, consisting of 105,000 men, quickly evacuated through the port of Hungnam in an "Inchon landing in reverse," but almost 100,000 civilian refugees were brought out with the troops. More than 350,000 tons of munitions and supplies were brought out as well.

The Eighth Army disengaged from the enemy in as orderly a fashion as possible in a withdrawal action. The withdrawal was accomplished with such speed that it led to many comments by misguided correspondents that the troops were in full flight. How false these reports were was shown five weeks later when a well-organized Eighth Army turned on the Chinese and slaughtered them in great numbers.

Thus was accomplished one of the most successful military maneuvers in modern history. On Dec. 25, only a few hours after the X Corps' evacuation had been completed, MacArthur received a message from President Truman. "I wish to express my personal thanks . . . for the effective operation," Truman cabled. "It is the best Christmas present I have had." MacArthur had reached up, sprung the Red trap and avoided it. His forces were now ready to regroup and resume the offensive.

But Washington was not ready. In fact, the Joint Chiefs were pondering the possibility of evacuating Korea. "It appears from all estimates available," said one J.C.S. message, "that the Chinese Communists possess the capability of forcing United Nations forces out of Korea if they choose to exercise it." But on the other hand, the same message went on, "we believe that Korea is not the place to fight a major war. Further, we believe that we should not commit our remaining available ground forces to action against Chinese Communist forces in Korea in face of the increased threat of general war. However, a successful resistance to Chinese-North Korean aggression at some position in Korea and a deflation of the military and political prestige of the Chinese Communists would be of great importance to our national interest. . . ."

"Your basic directive . . . requires modification in the light of the

present situation. You are now directed to defend in successive positions [and] . . . to determine in advance our last reasonable opportunity for an orderly evacuation." The message concluded with a request for MacArthur's views "as to the above outlined conditions which should determine a decision to initiate evacuation. . . ."

MacArthur read the message in dismay. It seemed to argue that, while it would be nice to resist Communist aggression, Korea was not the place to do it if the fighting got too tough. But what shocked MacArthur most was the obvious attempt by the Joint Chiefs to avoid the responsibility for a decision to get out of Korea.

That was clearly a political decision, not a military one. On Dec. 30 MacArthur so reminded Washington and requested clarification. The reply said again: "Should it become evident in your judgment that evacuation is essential to avoid severe losses of men and matériel, you will at that time withdraw from Korea to Japan."

MacArthur tried again to get a straight answer. He could get none. At the height of the bloodiest battles in Korea, he was fighting in a policy vacuum.

Then, suddenly, just as the situation approached the impossible, he received a clear statement of policy—or at least the closest approximation to it that he realized he would ever get under the circumstances. It came on Jan. 14, 1951 in a long dispatch from President Truman.

MacArthur saw in it at last a statement of the aims he and his men were expected to achieve. The national as well as international interest dictated, Truman cabled, that MacArthur should continue "resistance

IN HIGH-SPEED WITHDRAWAL, Eighth Army units send clouds of dust flying as trucks race down the Sariwon-Kaesong road some 60 miles ahead





wires to explosives are strung across bridge; right: bridge is in ruins after charge has been set off.



FLEEING THEIR COUNTRYMEN, North Koreans who had aided U.N. troops crowd aboard

army train to escape Chinese. In X Corps' evacuation alone almost 100,000 civilians were saved.

from offshore islands of Korea . . . if it becomes impractical to hold an important portion of Korea itself." Here was no vacillation such as characterized the flurry of messages from Washington in the past two months: ". . . we shall not accept the result [withdrawal from Korea] politically or militarily until the aggression has been rectified." MacArthur quickly scribbled his answer to the President: "We will do our best." He now had his mission.

Accomplishing it was another matter. For two weeks the Red Chinese threw everything they had into an effort to drive the U.N. forces out of Korea. But Lieut. General Matthew B. Ridgway, who at MacArthur's request had replaced Walton Walker after the latter's death, was fighting as magnificently as Walker had. On Jan. 20 MacArthur flew to Korea to give Ridgway in person the go-ahead for the counteroffensive. In less than a week Ridgway's first probing patrols started north in battalion strength. The Eighth Army was on the way back.

By Feb. 10 Ridgway's men had retaken Kimp'o Airfield, just west of Seoul. By March 14 they were nearing the 38th Parallel. But then, in capitals of U.N. countries and even in Washington, the debate started again over whether or not the U.N. forces should cross the 38th Parallel.

To MacArthur the situation was virtually the same as when he had been driving the North Koreans back in this area; militarily the 38th Parallel was meaningless. The question actually was a larger one, and one that could be answered only by policy decisions in Washington and at Lake Success. If the present advance defeated the Chinese, what then? Would the Chinese Communists simply retire into their sanctuary across

of the Chinese. In one month the Eighth Army withdrew more than 175 miles. Within less than a month its forces were regrouped and headed north again.



the Yalu, regroup and flood back again? Could Korea become, by Communist design and U.N. blindness, a bloody open drain into which the best of American manhood was to be poured, perhaps for many years?

MacArthur believed even more deeply than before that Red China's aggression in Asia could not be stopped by killing Chinese in Korea so long as her power to make war remained inviolate. He knew how to destroy this power, but his proposals for doing so had been vetoed in Washington. Even under the restrictions placed upon him, however, he had again evolved a strategy for turning from defense to offense.

First, by employing conventional counterattacks he would secure his base line at the latitude of Seoul. He would then subject North Korea to a series of massive air attacks that would substantially clear it of enemy concentrations. Then he would keep the Chinese from sending in reinforcements by the use of an ingenious new tactic. Because Washington would not permit him to attack the Chinese staging area in Manchuria or even to cut off the bridges over which they were pouring their armies into Korea, he would make their avenues of advance impassable. By plane he would dump across all the major lines of enemy supply and communication a defensive field of radioactive wastes, by-products of atomic bomb manufacture. And then, his armies swelled by reinforcements from Chiang Kai-shek's Formosa troops if permitted, he would sweep "around end" and land, by ship and air, in the enemy's rear on both the east and west coasts.

Washington continued to withhold permission for any effective retaliation against the Chinese. Not until Jan. 12 had the Joint Chiefs of Staff finally overcome their timidity to the point of proposing tentative countermeasures against China, some of which paralleled what MacArthur had already recommended: "Prepare now to impose a naval blockade of China and place it into effect as soon as our position in Korea is stabilized, or when we have evacuated Korea. . . . Remove now restrictions on air reconnaissance of China coastal areas and of Manchuria. Remove now the restrictions on operations of the Chinese Nationalist forces and give such logistic support to those forces as will contribute to effective operations against the Communists."

These recommendations were never approved by the President and so never became U.S. policy. But even if they had, it would have been too late, so far as MacArthur personally was concerned. For the tragedy was moving inexorably into its final act.

AT the time they seemed like a series of wholly unconnected incidents. But the relationship of each to the other was important. The first incident occurred on March 20, when MacArthur replied to a note of inquiry from Congressman Joseph Martin Jr., minority leader of the House of Representatives, asking for the general's views on the question of employing Nationalist troops in Korea.

MacArthur has always felt it a duty to reply frankly to every congressional inquiry into matters connected with his official responsibility. "My views and recommendations," he wrote, ". . . are well-known and clearly understood, as they follow the conventional pattern of meeting force with maximum counterforce. . . . Your view with respect to the utilization of the Chinese forces on Formosa is in conflict with neither logic nor this tradition. It seems strangely difficult for some to realize that . . . here we fight Europe's war with arms while the diplomats there still fight it with words. . . . As you pointed out, we must win. There is no substitute for victory."

The next incident occurred on the following day, when MacArthur

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MacARTHUR CONTINUED

received a message from the Joint Chiefs of Staff. It read: "... Strong U.N. feeling persists that further diplomatic effort toward settlement should be made before any advance with major forces north of 38th Parallel. . . . Recognizing that Parallel has no military significance, State has asked J.C.S. what authority you should have to permit sufficient freedom of action for next few weeks. . . . Your recommendations desired."

MacArthur replied with a strongly urged request that "no further military restrictions be imposed upon the United Nations command in Korea." But in view of the obvious Washington sensitivity to the problem of crossing the 38th Parallel, he did instruct Ridgway not to cross the line in force without previous authority from him. Ridgway replied that he would follow these instructions carefully, and outlined in brief his plan for immediate future operations. To this MacArthur responded, giving his approval and adding, "Will see you at Seoul Saturday."

Before leaving Tokyo on March 24, MacArthur released a statement drawn up to strike at the morale of the enemy. It summed up both the events of the Korean war and the lessons from it. It went on: "The enemy . . . must by now be painfully aware that a decision of the United Nations to depart from its tolerant effort to contain the war to the area of Korea, through the expansion of our military operations to his coastal areas and interior bases, would doom Red China to the risk of imminent military collapse. These basic facts being established, there should be no insuperable difficulty arriving at decisions on the Korean problem if the issues are resolved on their own merits without being burdened by extraneous matters not directly related to Korea, such as Formosa and China's seat in the United Nations. . . ."

Then MacArthur added one more offer to the enemy field commander to talk military terms for possible surrender. "Within the area of my authority as military commander . . ." he said, "it should be needless to say I stand ready at any time to confer in the field with the commander in chief of the enemy forces in an earnest effort to find any military means whereby the realization of the political objectives of the United Nations in Korea, to which no nation may justly take exceptions, might be accomplished without further bloodshed."

MacArthur did not know at the time that this message was to be

With this instalment **LIFE** concludes its serialization in four parts of selections from General Whitney's definitive book, *MacArthur's Rendezvous with History*. The full text of the book will be published by Alfred A. Knopf next January.

his valedictory as Commander in Chief of the United Nations Forces in Korea. For it struck consternation into the ranks of a group of diplomats in Washington.

The charge was made that he was hinting at "enlarging the war." His mention of the possibility of "expansion of our military operations" was of course nothing more than another stroke in a continuing campaign of psychological warfare against the enemy. But the loudest outcry was raised by those who later claimed that in his offer to talk military terms with the enemy commander in the field, MacArthur had disrupted some magic formula for peace on which the U.S. had already secured international agreement and which the President was about to announce. MacArthur has since asked and waited in vain for any record or other proof to indicate that any such plan for restoring peace to Korea had been drafted.

Actually, MacArthur is now firmly convinced, a sinister element in the last act of the tragedy was already taking place. Some of the same men who had "let the dust settle" in China were now letting the blood settle in Korea. What had happened was that by sheer accident, in his reference to settling the war without reference to Formosa or the United Nations seat, MacArthur had cut right across one of the most disgraceful plots in American history: men in the U.S. State Department and others in U.N. capitals were scheming to give Red China both Formosa and a seat in the United Nations.

And then came a final development. Without realizing the unfortunate timing, Congressman Martin released the full text of MacArthur's note to him on the subject of fighting Red China to win. Immediately the cry that MacArthur wanted to "spread the war" was redoubled.

The curtain was set to rise on the final act of the tragedy.

ON Wednesday, April 11, 1951, the MacArthurs had two luncheon guests, Senator Warren G. Magnuson of Washington and William Stern of Northwest Airlines. The meal was proceeding quietly when from her end of the table Mrs. MacArthur looked over the general's shoulder and through the door at the anguished face of a MacArthur

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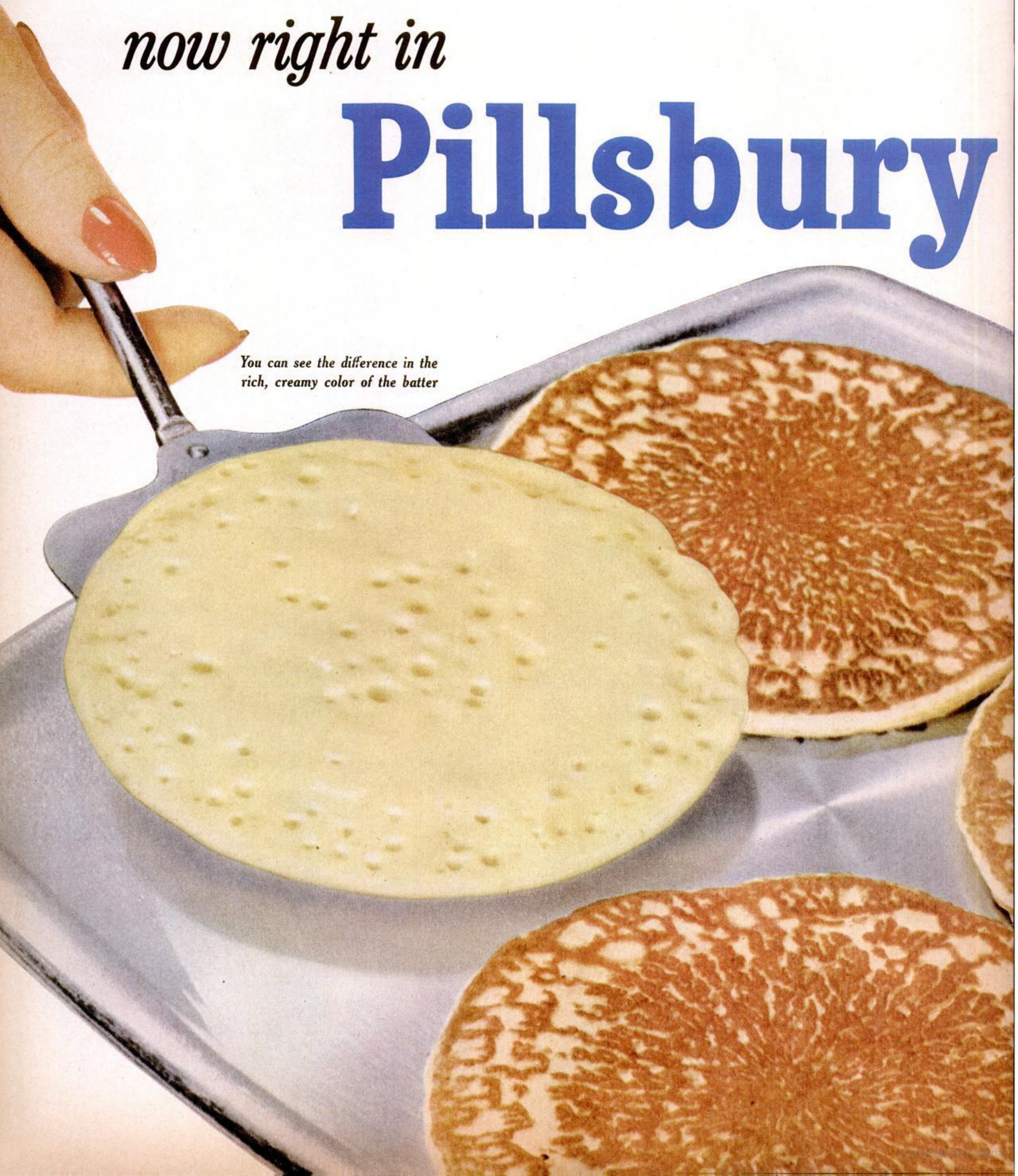


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Buttermilk right in the mix
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The advertisement features a light-colored, long-sleeved dress shirt with a pointed collar and a striped tie. The shirt has a small label inside the collar that reads "ARROW" and "SANFORIZED". The tie and a matching pocketchief are also striped. The background is a collage of a car's front end, including the headlight and grille. Two small, square, patterned items are also shown.

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aide-de-camp, Colonel Sidney Huff. She excused herself quietly, rose from the table and left the room. There were tears in Huff's eyes when she came up to him. He told her quickly and simply the news that he had just heard on the radio. The President had abruptly removed MacArthur from command. Mr. Truman had given no other reason for his action than a doubt that MacArthur would be able to "give his wholehearted support to the policies of the United States government and of the United Nations in matters pertaining to his official duties."

The general was laughing heartily at a remark made by one of his guests when she walked into the room behind him and touched his shoulder. He turned and she bent down and told him the news in a voice so low that it was not heard across the table.

Here was the payment of a grateful nation for a longer and more distinguished military service than that of any man in American history. Here was the reward for victory in three wars.

MacArthur's face froze. Not a flicker of emotion crossed it. For a moment he was silent. Then he looked up at his wife who still stood with her hand on his shoulder. In a gentle voice, audible to all present, he said, "Jeanie, we're going home at last."

FROM the moment when MacArthur read the curt presidential order stating, "You will turn over your commands, effective at once . . ." he was no longer Supreme Commander for the Allied Powers, no longer commander in chief of United Nations forces in Korea, no longer commander of U.S. forces in the Far East. He thereupon went to the long-familiar office in the Dai Ichi Building to gather up his personal possessions. Within five days he, Mrs. MacArthur and Arthur had packed up and left Japan.

On his return, after his famous address to Congress, he devoted three grueling days to the Senate hearings on the "military situation in the Far East." Immediately after that he toured the country, speaking out on the issues which he sincerely felt were endangering America. He was criticized for this, and personally he would have preferred to remain silent; but his conscience would not let him. He completed this speaking crusade with the keynote address to the Republican National Convention in Chicago in 1952.

Ever since his return as a brigadier general after World War I, MacArthur had been asked by one group or another to run for the presidency. But only in 1952 did political office become a distinct possibility to him.

Early in June of that year Senator Robert Taft invited me to a private luncheon with him at his Georgetown home. At this meeting Taft asked me whether there was any chance of getting the general's agreement to a Taft-MacArthur ticket in 1952. I replied that I was sure MacArthur would react adversely to the idea of being Vice President, since he would not look with favor on the prospect of



FAREWELL CALL to Dai Ichi Building office is made by MacArthur and Whitney in rain the day after the dismissal.

being tied down presiding over the Senate.

Taft had already guessed this and had a countersuggestion. His intention, he said, was not only to turn over to MacArthur responsibility for the national security but also to ensure that the Vice President have a strong voice in the formulation of foreign policy bearing upon the national security. Our discussions finally resulted in the following memorandum which we penciled in duplicate at the table in the library of Taft's home.

"If Senator Taft receives the Republican nomination," the memorandum read, "in the course of his acceptance he will announce his intention to appeal to General MacArthur's patriotism to permit his name to be presented to the convention as his (Taft's) choice for running mate. Senator Taft will at the same time inform the convention that if MacArthur consents, if elected he will deputize the general to assume responsibility for the national security as deputy commander in chief of the

Armed Forces and give him a voice in the formulation of all foreign policy bearing upon the national security."

It was understood between the senator and me at the time that this subject should not be taken up with MacArthur. But Taft soon discovered that he needed some assurance of MacArthur's acceptance, and called him personally some weeks later to broach the suggestion. It took considerable urging on the part of both Taft and me to bring MacArthur around to accepting the proposition. And I am convinced that the only reason he finally consented was because Taft convinced him that by doing so he would materially enhance the senator's chances of election.

Indeed, it was only because of the earnest persuasion of Taft that MacArthur consented to deliver the keynote speech at the convention, which he did on the evening of July 7.

On the morning of July 11, in the dramatic moments before the first ballot, tremendous pressure was brought to bear upon Taft to withdraw in favor of MacArthur. I was with MacArthur in his New York apartment when a telephone call from Taft came through to him. Taft explained the situation. He said it had been proposed that he should withdraw before the voting started and present MacArthur's name. He wanted MacArthur's views, implying his own willingness to withdraw if MacArthur thought it should be done. MacArthur's reply was, "Bob, you are the leader. You make the decision you think proper and I will support it. I am behind your banner to the end. Win or lose I am with you. If you think you have a chance, stand by your own nomination."

Taft said he felt duty bound to his legion of supporters to see the thing through the first ballot. "I will phone you then," he said, "to discuss the situation before the second ballot. The first will not be decisive."

He was wrong. There was no second ballot. If there had been, when Taft died a year later Douglas MacArthur might have become President of the United States.



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Deluxe Ball Point Pen. Has satin finish, streamlined features. \$2.95 value, **\$1.89**
Scout Flashlight. \$1.49 value, now **\$1.19**
School Bags with handles for boys; shoulder straps for girls. Standard 13¼" x 9¼" x 1¼" size. Only. **\$1.29**
Big Count Pencil Tablet. 8"x10" size with 115 faintly ruled sheets. **25¢**
Rubber Cement. 4-oz. bottle, brush, **40¢**

REXALL'S FAMOUS ANTIBIOTIC REMEDIES

Each of these 5 products contains Tyrothricin, the effective antibiotic that protects against infection by actually inhibiting the growth of many bacteria!

Rexall Epothricin First Aid Cream for cuts, scratches, abrasions. Forms a protective film, promotes healing and helps prevent reinfection. Doesn't sting or stain. 1-ounce tube, only. **79¢**

Rexall Orophricin Mouthwash. Both antibiotic and antiseptic. Kills contacted germs and inhibits bacteria while sweetening breath. ½-pint bottle, only. **98¢**

Rexall Nasothricin Nose Drops make breathing easier while inhibiting growth of bacteria. Non-irritating. ½ oz. **69¢**

Rexall Lozothricin Throat Lozenges. Contain aspirin to relieve pain and Tyrothricin to inhibit growth of many bacteria. Cherry-menthol flavored. Box of 12; **69¢**

Rexall Biokets Throat Troches. Relieve pain, tickling and coughing due to colds. Bottle of 15. **69¢**

Rexall Monacet Tablets for Headache. A combination of aspirin, phenacetin and caffeine—for prompt, 3-way relief from headache, other minor aches and pains. 100, **79¢**

Rexall Alco-Rex Rub. Relieves muscular aches caused by over-exertion. Pt., only **49¢**

Elkays Aerosol Insect Repellent. Push-button spray keeps away mosquitoes, biting flies, other annoying insects. 5 oz., only **\$1.19**

Rexall Rex-Salvane for Burns. 1½ oz., **57¢**

Rexall Eyelo Eye Drops. In handy plastic squeeze-a-drop bottle. 1 oz., only. **79¢**

Rexall Eyelo Eyewash. Cooling lotion with handy unbreakable eye cup. 4-oz. bottle, **39¢**

Rexall Motion Sickness Tablets help prevent queasiness on boat, plane, train, bus. Keep some in the car, too. 12, only. **89¢**

Rexall Petrofol for Constipation. Pt., **59¢**

Rexall Triple-Action Cough Syrup. Penetrates, stops the tickle, helps relieve coughing due to colds. 4 oz., only. **98¢**

Rexall Skin Antiseptic for Cuts. 1 oz., **33¢**

Rexall Tiny Tot Aspirin for Children. ½-gr., raspberry flavored. Bottle of 100, **35¢**

Rexall Glycerin Suppositories. For relief from constipation. Adult or Infant. 12, **43¢**

Rexall Peroxide of Hydrogen. Cleansing wash for cuts, scratches and skin abrasions. Relieves irritation of poison ivy and non-poisonous insect bites. 3%, 10 vol. ½ pt., **29¢**

Rexall Cherrosote Cough Syrup. Time-tested formula soothes "tickling throat", loosens phlegm, and relieves irritation. Especially good for stubborn coughs due to colds. Has pleasant cherry flavor. ½ pt., **98¢**

Stag Coated Shaving Cream. **50¢**

Stag After-Shave Lotion. 3 oz., only. **60¢**

Rexall Fungi-Rex for Athlete's Foot. Greaseless salve for quick, effective relief from itching, burning discomfort. 1½ oz., **75¢**

Rexall Rubbing Alcohol. ½ pint. **39¢**

New Rexall Histacalma Cream for Skin. Combines antihistamine, calamine, and benzocaine to soothe and relieve itching, smarting, and pain from insect bites, simple hives, poison oak and ivy. 1½-oz. tube, only **87¢**

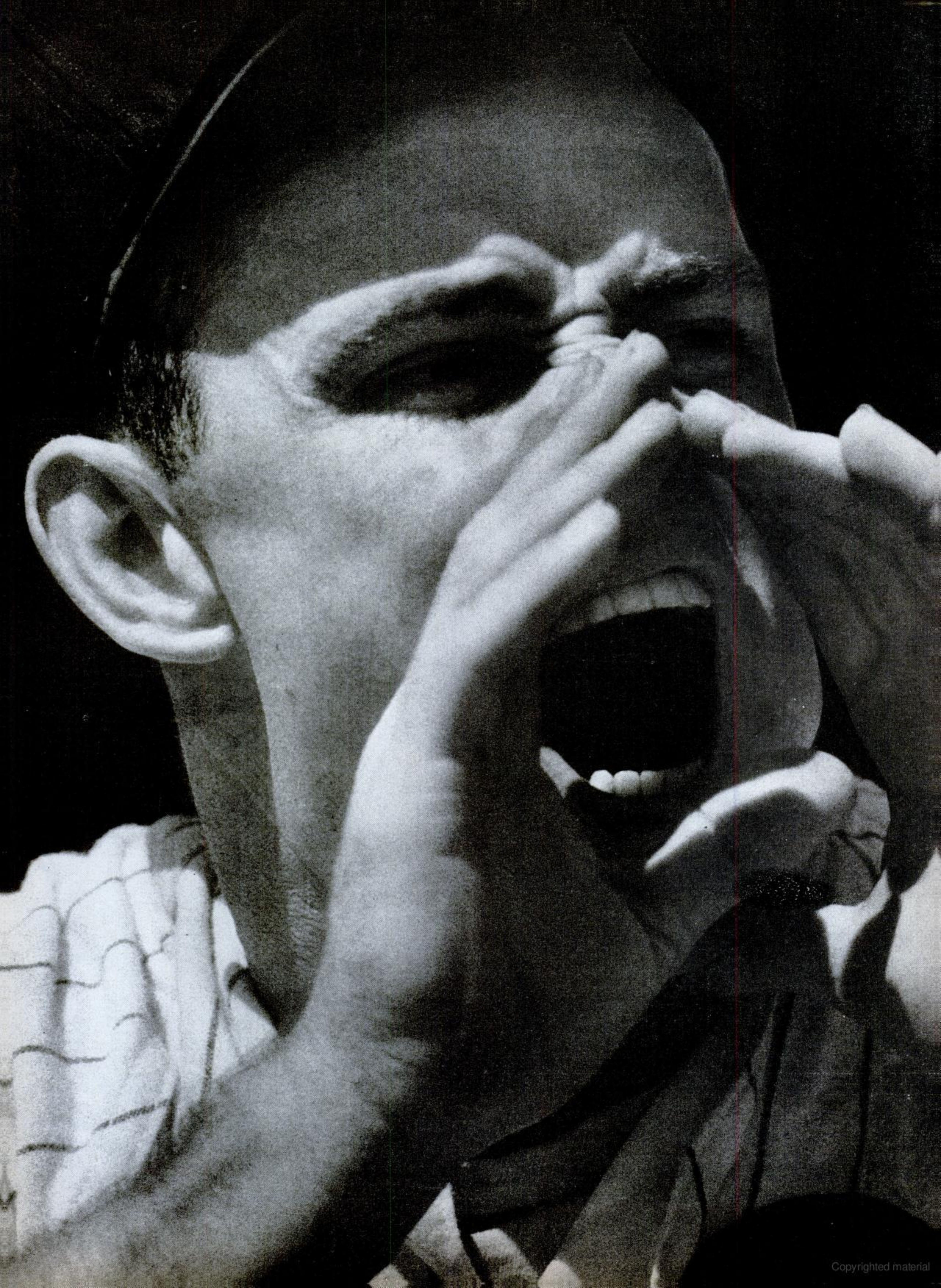
Ann Delafield Reducing Plans. Lose up to 5 lbs. a week without starving or strenuous exercise! **For Women**—big beauty book plus 30-day supply of appetite-reducing wafers and diet-protecting vitamins. **\$6.95**; Refill, **\$5.95.** **For Men**—book of menus and instructions plus 10-day supply of appetite-reducing wafers and diet-protecting vitamins. Complete, **\$3.50**; Refill, only **\$2.50**

These suggested retail prices are effective through September 30, 1955 and are subject to Federal Excise Tax where applicable. Right reserved to limit quantities. Rexall Drug Co., Los Angeles 54, Calif.

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Your Rexall Druggist is a prescription specialist...dedicated to the health and welfare of your community.

You can depend on any drug product that bears the name Rexall



SPORTING BARD BREAKS OUT IN HYMNS
TO BASEBALL HEROES' PRIVATE WHIMS

Behind Umpires' Backs

Stars Relax *by Ogden Nash*

Ogden Nash, the U.S. light-verse laureate, is a devoted and discerning baseball fan. As the season reaches its climactic days, he here limns for LIFE some character sketches of players who earn recognition by what they do off as well as on the field.

From the middle of April until October
Baseball addicts are never sober.
They are drunk on nonalcoholic tipples,
Singles and doubles, homers, triples.
What is the liquor in their glasses?
Double plays and intentional passes;
Hit-and-running, squeezing, stealing,
That is the stuff that sets them reeling;
Late inning rallies are their pick-ups,
And raw decisions give them hiccups.
Bliss 100 proof is victory,
Defeat is crushing, boa constrictory,
But win or lose, in all their dreams
They toast the heroes of their teams.

Who are these idols whom they love,
These supermen of bat and glove?
When not performing in 9-man groups,
Are they geniuses or nincompoops?
Their cheeks distended with chewy wads,
Are they muscled morons or Grecian gods?
As the pitcher keeps a hitter's book,
Let's settle down and take a look.
Here's a group of four hundred young Americans,

Nimble as hail and strong as hurricanes,
Four hundred diamond aristocrats
With glistening spikes instead of spats,
Photographed, autographed, interviewed,
Talked about, read about, cheered and booed,
Colossal, titanic, fabulous creatures,
Are they any kin to the crowd in the bleachers?
Strip the star of his uniform,
How does he compare to the national norm?
Well, the men who play in the major loops
Are a group like other American groups,
An average company of G.I.s,
A reunion of University guys,
Or any fraternal or civic coterie
From the Junior Chamber of Commerce to Rotary,
With the usual grins and the usual gripes,
And the usual batch of unusual types.
There's the hepcat type and the holler type,
The tycoon, or million dollar type,
The studious type with the lofty brow,
And the type who lives from chow to chow,
The joker who lives for belly-laughter,
And the bachelor type that the girls run after.
Beneath the batting and fielding statistics
Lie plenty of everyday characteristics.

The Holler Guy

NELLIE FOX, WHITE SOX

This holler guy who we are follering,
What does he holler when he's hollering?
You can hear him clean to hell and gone,
C'mon there baby, c'mon, c'mon!

Or he will change his holler, maybe,
To Let's go, baby, baby, baby!
He uses a plug of tobacco per game,
And has never lost or swallowed same.
Nellie Fox so lives to play
That every day's a hollerday.

Photographed for LIFE by FRANCIS MILLER

CONTINUED



The Drummer Boy

CHARLIE MAXWELL, TIGERS

He excelled, at Western Michigan College,
In a rather specialized field of knowledge,
A concentrated curriculum:
Banging a baseball or a drum.
One swallow doesn't make a summer,
And one solo doesn't make a drummer,
But here's a lad with rhythmic hands
Who plays percussion in torrid bands,
And rattles those drumsticks so adroit
That he's the Krupa of Detroit.
He'd easily hit .488
If he could swing them at the plate.

The Lobbyist

DAVE PHILLEY, ORIOLES

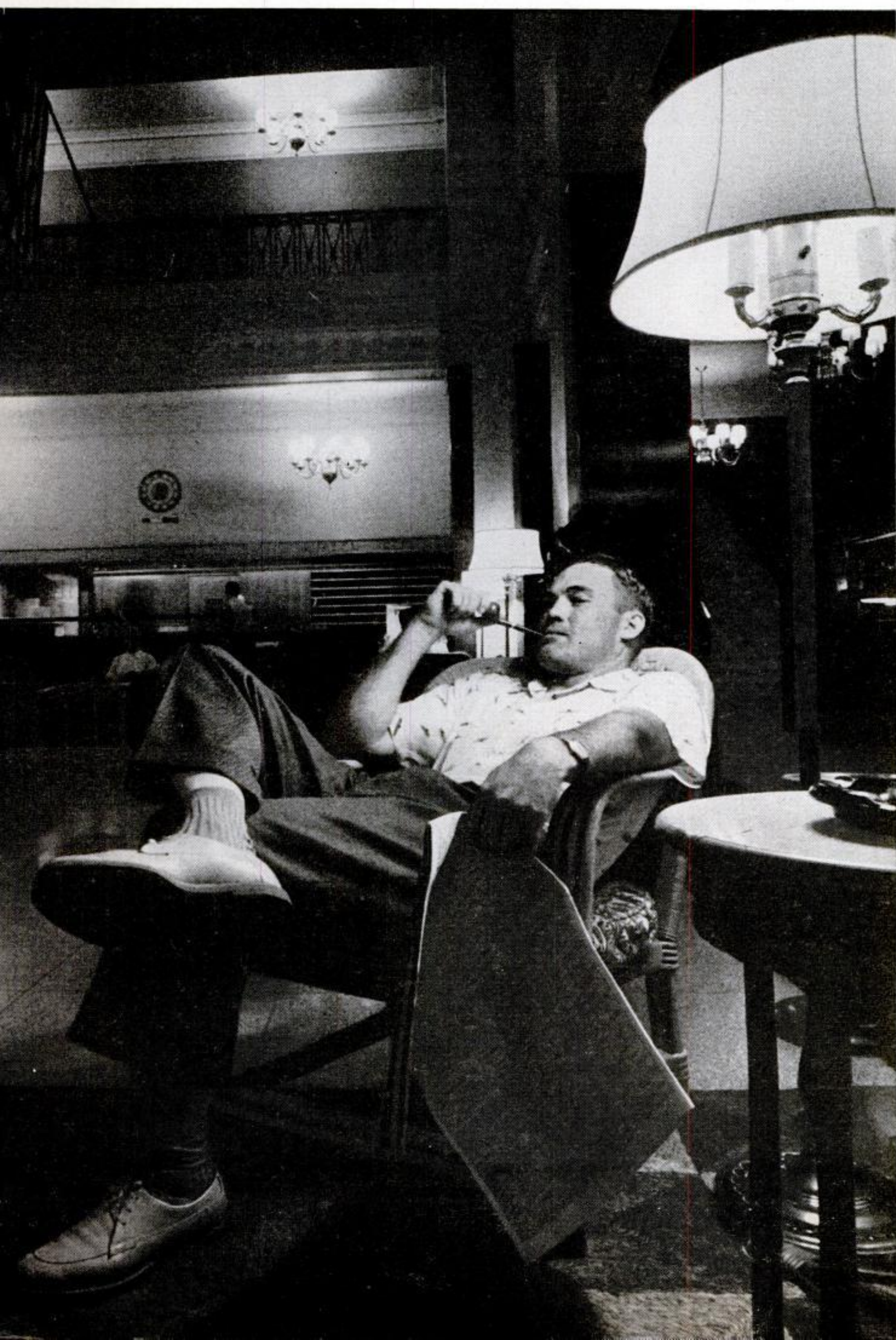
Ring Lardner wrote the comical story
Of a lobby lounge's day of glory.
Dave Philley proves by his addiction
That truth has overtaken fiction.
His is an unpretentious hobby,
The plushiest armchair in the lobby.
To retire with a paper is his wont;
Sometimes he reads, sometimes he don't.
Concealed from fans of both the sexes,
He dreams of home in Paris, Texas.
They say he's developed arm-chair calluses
Just below the back of his galluses.



The Hooper

CAL ABRAMS, ORIOLES

To jitterbug with effervescence
You've got to begin in adolescence,
And that's what happened when teen-age Cal
Found a polished floor and a pretty gal.
Now his name is found in diamond literature,
And also high in the world of jitterature.
On the field he wields a wicked hickory,
On the floor he gracefully woos Terpsichore,
And the manager's nerves to hoofers are steeled;
Next year, Arthur Murray in center field.



The Tycoon

STANLEY MUSIAL, CARDINALS

The business life of Mr. Musial
Is, to say the least, unusual.
First base, outfield, restaurant, bank,
All are home to Stanley Frank.
One moment, slugger of lethal liners,
The next, mine host to hungry diners,
And, between the slugging and the greeting,
To the bank for a directors' meeting.
Yet no one grudges success to Stan,
Good citizen and family man,
Though I would love to have his job—
One half tycoon, one half Ty Cobb.

The Puzzler

FERRIS FAIN, INDIANS

Ball players keep such curious hours
That killing time strains all their powers.
Say nine of sleep and five of play,
That still leaves ten to pass away.
It's tough, especially on the road,
With a hotel room for your abode.
The studious read, the greedy guzzle,
But our man swears by his jigsaw puzzle.
He's happy hunting corners and edges
And crescent moons and hearts and wedges.
He'd rather find one missing curlicue
Than spend an evening at the burlicue.
Is rain predicted? Let it rain!
I've got a new puzzle, says Mr. Fain.



The Magician

CLINT COURTNEY, SENATORS

Behold a truly busy beaver,
This mild, bespectacled receiver.
When not the target for Washin'ton hurlin',
It seems he's a kind of amateur Merlin.
Not only has he a deadly peg,
He can make the cards sit up and beg.
There's a gleam in the eye of this cagey trickster
As his pals grow baffled and mixed.
But the master of the magical arts
Is stumped when engaged in a game of hearts,
Where an ethical problem perplexes Courtney;
Orty to palm the Queen, or ortney?



The Single Man

JOE ADCOCK, BRAVES

Six foot four, with eyes of blue
And a ranch of Brahman cattle, too.
No wonder the girls become obtrusive;
He's eligible and elusive.
They go for this reluctant male
The way he goes for duck and quail,
But neath the Louisiana moon
Instead of girls, he hunts for 'coon.
They spread their honey with spoon and spatula,
But being a bachelor comes nacheler.



The Jokesmith

FRANK SMITH, CARDINALS

People used to vote for Congressman Hoke Smith,
But his team mates vote for

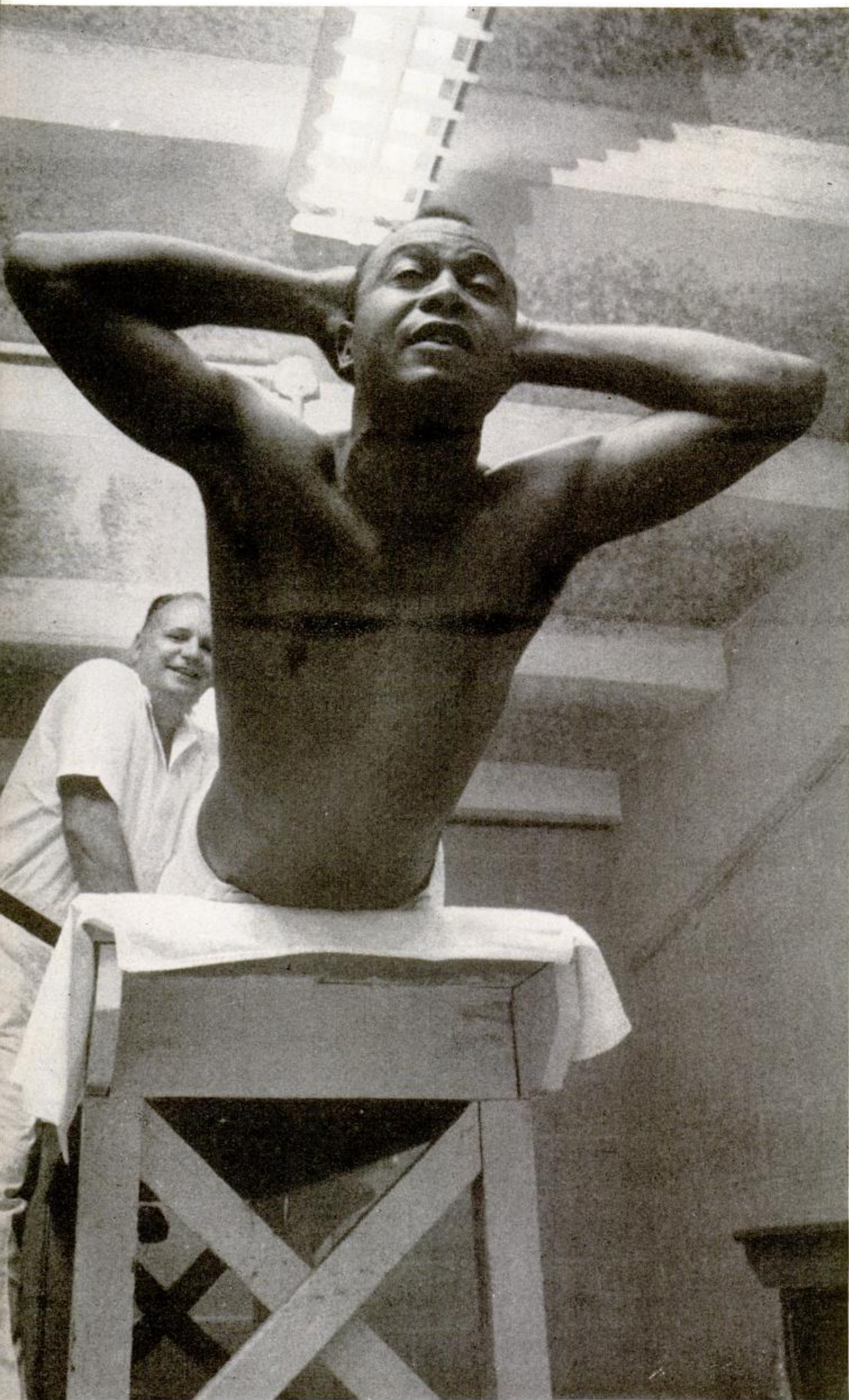
Frank Smith, jokesmith.

When the boys are in trouble he eases their grief
As relief pitcher and comic relief.

In his innocent way, he has them in stitches
By tying knots in their shirts and britches.

Once, when assigned the starting task,
He equipped the shortstop with shin guards
and mask.

In Mr. Busch's athletic yard
The inhabitants think him quite a Card.

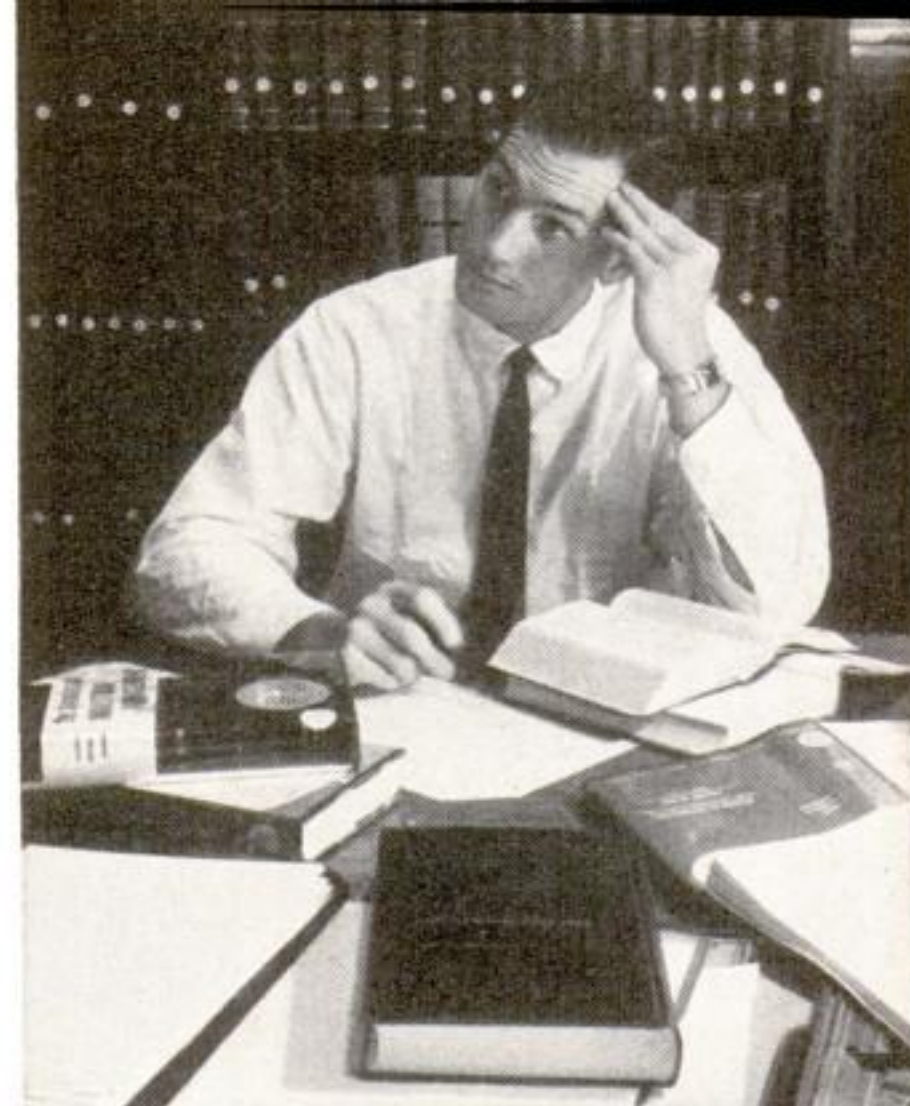


The Body Builder

LARRY DOBY, INDIANS

The player who is hurt or sick
Had better cure his ailments quick,
Else while those ailments ache and throb,
Some rookie will have grabbed his job.

So when Larry Doby beats a path
To the rubbing table or whirlpool bath,
And gargles when his throat feels germey,
And calls for short wave diathermy
Or the infrared lamp for his aching back,
He isn't a mere hypochondriac;
He is like a banker, shrewd and tacit,
Protecting his health, his greatest asset.
Trainer Wally Bock treats Larry's phobias;
His health isn't dubious, only Dobyus.



The Big Brain

JACK SHEPARD, PIRATES

Jack Shepard, a brainy Pirate is he,
A grad of Stanford, '53.
With a Master's degree in Education,
He wants one in Business Administration,
So when he's not behind the bat,
The library is where he's at.
A loyal Alpha Tau Omega,
He is both an Ivy and National Leaguer.



The Chow Hound

JOE NUXHALL, REDLEGS

A pitcher who scorns the vitamin and calorie
Reduces not only his waist line but his salary.
Nine innings' toil on hot midsummer mounds
Will leave Joe Nuxhall thinner by thirteen pounds,
So when he pitches into cakes and eggs
Don't smile and say that he has hollow legs;
He's got to have an appetite whole-hearted
Just to get back again to where he started.

The

Diamond Dude

PHIL RIZZUTO, YANKEES

In the life of this dandiest of shortstops
Fashion starts the moment sport stops.
Since he works for the Newark American Shop
Of which Mac Strelsin is the Prop.,
The wardrobe acquired by Phil Rizzuto
Is as tasty as melon and prosciutto.

Thirty-five suits and twenty-odd jackets
Proclaim he's a man in the upper brackets.
There are fifteen overcoats hung in line,
And twenty-five pairs of shoes to shine,
And as for shirts and ties and socks,
Philip has more than Maine has rocks.
The suits are neat and unostentatious,
But as for the sports clothes, Goodness gracious!
No similar sight is to be had
This side of Gary Crosby's dad.
Does this make Mrs. Rizzuto ecstatic?
No. She has to hang her clothes in the attic.





As close as she comes...

This new hair tonic is **invisible!**

New Beau Kreml keeps hair neat
with no unsightly oil or grease

Your hair falls *naturally* into
place—stays that way all day

You've never seen a hair tonic quite like new Beau Kreml! And after it's on, you still won't see it. No one else will either!

Of course, *you* know it's there, 'cause your hair always stays *naturally* in place. Whether your hair is tough and wiry—or thin and light—it has met its master.

Entirely new principle

Instead of plastering your hairs together as old-type dressings do, new Beau Kreml grooms each hair individually. Each hair falls naturally into place—and stays that way all day.

Entirely new principle grooms
each hair individually

Two special ingredients, developed exclusively for Beau Kreml, do these things for you—

- Groom each hair individually.
- Keep hair *natural*-looking.
- Keep hair cleaner—won't act like a magnet attracting dirt.
- Leave hair greaseless—no harmful stains on chairs, hats, pillow cases!

Men of good taste *never* let their hair dressing show. Be sure to ask for new Beau Kreml, the *invisible* hair tonic. Now available at drug and toilet counters everywhere.

Contains 2 special
new ingredients
never before
used in hair-grooming

Can not leave
harmful stains
on chairs,
pillow cases,
hats

No oily
or greasy
ingredients

Stimulates
circulation,
tones
scalp





OUTDOOR GRILL MOVES INDOORS AS ARCHITECT QUINCY JONES OF LOS ANGELES CHARCOAL BROILS JUICY PORTERHOUSES IN MIDDLE OF HIS LIVING ROOM



GIANT SIRLOIN is cooked outdoors by wood-fire fancier. Big logs are oak, flavoring twigs are apple.

U.S. food favorite embroils men in ritual

The tolerant attitude most men take to whatever their wives do to the beans and lemon meringue pie is transformed into an unassailable belief in masculine knowhow when it comes to the item of food most acceptable to Americans: steak. Nobody can convince an amateur chef that a piece of beef is anything but a man's job. But steak chefs are a divided clan, starting with stubborn preferences as to the cut—porterhouse, sirloin or filet. Some

STEAK

char the steak, then grill it slowly, a method used above. Some do it the other way around. And among steak purists the charcoal grill vs. the wood fire can start an argument comparable to a breach of the peace in Kentucky over whether to bruise or crush the mint in a julep.

On these pages LIFE shows methods and recipes for cooking steak. Since one man's meat is another man's poison, everyone will have to decide according to his own taste.

CONTINUED

STEAK CONTINUED

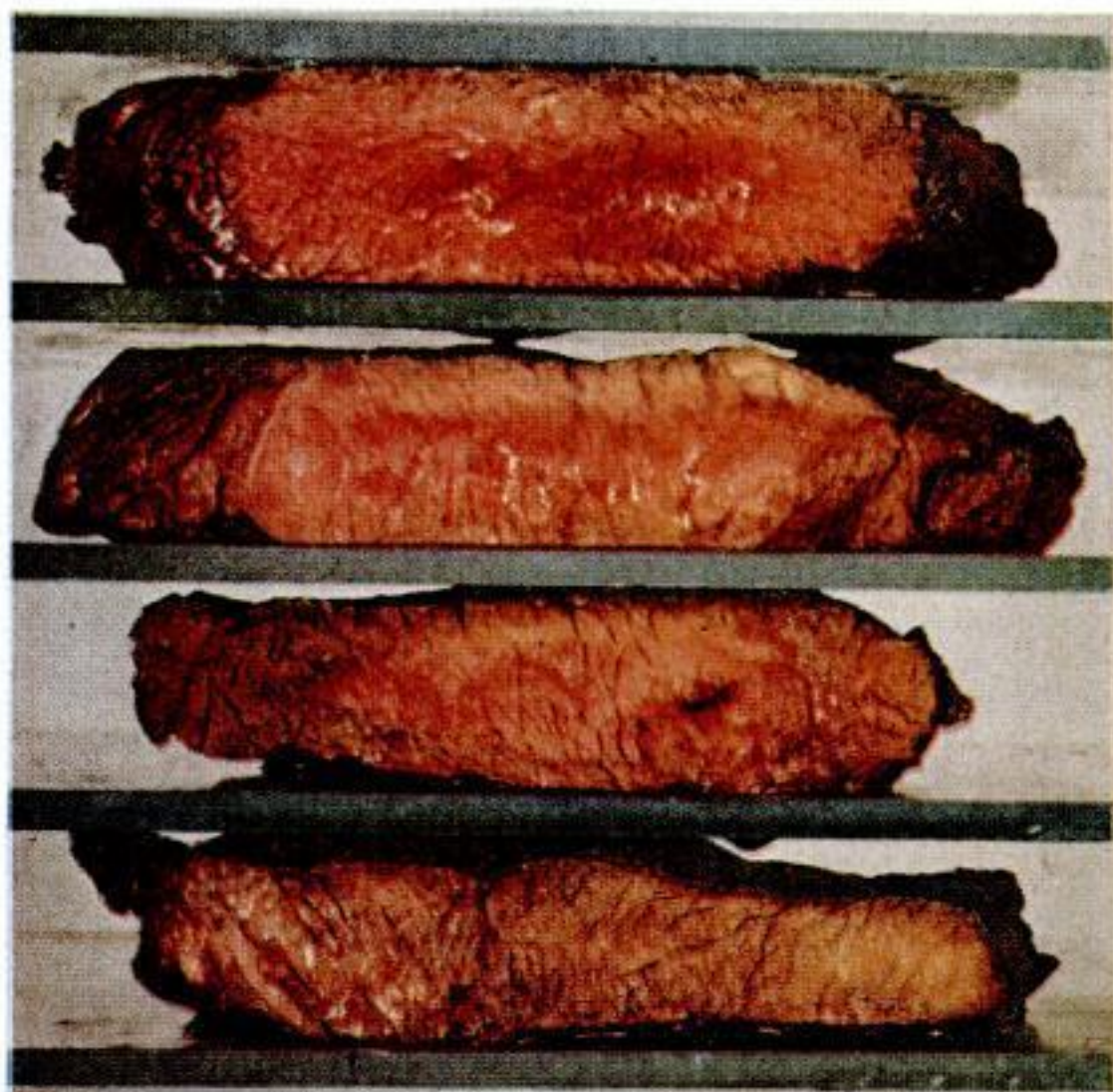


JAPANESE HIBACHI grills club steaks for four over charcoal fire.

BUY THEM THICK, COOK THEM JUICY

Two things on which steak chefs do agree are that steak must be thick for open fire cooking and of top quality, U.S. prime or choice. In the photograph at right five different kinds of steak are spread on grills ready for cooking. A sixth (*left foreground*) soaks in a marinade.

Starting at top left are six 2-inch club steaks, each big enough for two. This is the second most expensive and tender cut. Top center is the softest and most expensive, a whole filet. At rim of grill are mushrooms. Behind are a carving board, carving set and red wines. On circular grill in center is a giant 4-inch porterhouse for eight. It is less tender than filet but many prefer its robust texture. To the right are four 2-inch rib steaks, each for two persons. This cut tastes something like roast beef and while many find it delicious, others do not like steak with a hybrid flavor. Rib steak is the cheapest per pound. Foreground right are four 1½-inch-thick T-bones, one for each person. T-bone is the most flexible steak, can be cut thick for two persons or four. (Thick porterhouse or sirloin is impractical to order for fewer than six.) Marinating in the glass baking dish is a 2-inch sirloin, U.S. favorite for open fire cooking. In glass beaker (*center*) is a steak sauce, and three bowls contain butter spreads; Roquefort in black bowl, Tabasco in wood bowl, mustard in glass bowl. Jars and bottles hold ingredients for marinades. Instructions for timing, plus recipes for spreads, marinades and sauces are on a following page.



A MATTER OF TASTE is how thoroughly steak should be cooked. Top to bottom: rare, medium rare, medium and well done.





New homemade sundae treat!

Meadow Gold Butter Brickle*

with 4-minute mocha topping

Right after it melts in your mouth, you'll taste a wonderful candy surprise in this new ice cream. Big, crunchy chunks of Butter Brickle—one of America's popular candy bars—are blended into luscious, smooth-frozen vanilla to make it. And to make Meadow Gold Butter Brickle Ice Cream even more of a treat, our Beatrice Cooke has created this delicious mocha topping for it: Simply melt 1 6-oz. package of semi-sweet chocolate bits in your double boiler. Add $\frac{1}{4}$ cup strong coffee and 1 teaspoon vanilla. Serve hot or cold. Get some Butter Brickle Ice Cream next time you shop. It's the Meadow Gold special all this month—and the *treat* of the month, served just as it comes out of the package or topped with our 4-minute mocha sauce.

*Reg. T.M. of Fenn Bros., Inc., for candy ice cream flavoring, Sioux Falls, S.D.



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\$12.00 VALUE—ONLY \$3⁵⁰

with the shield from any Meadow Gold Product

She's 2 ft., 3 in. tall—as big as a real little girl! An exact likeness of the lovable Little Meadow Gold Girl from our ads, she has saucy pigtails, red felt dress and removable pink felt apron. Very lightweight, soft and unbreakable. Make check or money order payable to: Meadow Gold Doll. Send to P.O. Box 33, Cooper Station, New York 3, New York.

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RULES AND RECIPES

The time it takes to cook a steak over an open fire depends not only on how thick the steak is but also on four highly variable conditions: the temperature of the steak, how hot the fire is, the temperature of the air, the drafts or breezes. As a rule of thumb, if the 1½-inch sirloin shown in the color chart on the preceding page is at room temperature and placed about 6 inches from a good bed of coals, it should be rare after 5 minutes on each side, medium rare at 6 minutes, medium at 8 minutes and well done at 10 minutes per side.

Surest method is to test the steak before the allotted time is up by making a small cut near the center and judging by the color. Since meat continues to cook for 5 to 10 minutes after it is removed from the fire, the stickler for an exact degree of rareness should stop when the color is still a bit too red.

A wood fire for steak broiling should be built just big enough to burn down to a 4-inch-deep bed of coals which, when spread out evenly, is only slightly larger than the steak. The fire is ready when the coals are glowing but have a light film of white ash. Broiling with charcoal takes much less time than broiling over wood fire. Although many like to use hickory or fruit woods to give flavor to the steak, small, uniform charcoal briquets of top quality give the best performance. A good charcoal fire takes fewer briquets than most amateur chefs use. Two dozen is plenty for a hibachi filled to capacity as shown on the preceding pages.

Below are recipes for the spreads, the marinade and sauce shown on the preceding pages, plus a classic recipe for a special steak sauce.

TARRAGON MARINADE

1 cup oil	5 cloves garlic
3 tablespoons tarragon vinegar	1 whole bay leaf
½ cup dry red wine	½ teaspoon dry mustard
1 lemon	Salt
1 large yellow onion, sliced	Freshly ground black pepper

Line a shallow glass baking dish or a wooden trough with whole onion slices. Squeeze lemon juice over onion, toss in lemon rinds. Add four split garlic cloves, spices, ½ teaspoon salt, ½ teaspoon pepper. Pour in oil, vinegar, wine. Lay the steak in the marinade and spread the rest of the onion slices on the steak. Squeeze the juice of another clove of garlic over all, and sprinkle with additional salt and pepper. Baste and marinate for three hours. This amount is enough for two pounds of two-inch sirloin. Serve the marinated onions raw with the cooked steak.

BASTING SAUCE

¾ cup oil	1 teaspoon crushed oregano
¾ cup red wine	½ teaspoon crushed thyme
1 tablespoon lime juice	1 teaspoon sugar
1 garlic clove, peeled and mashed	1 teaspoon salt
½ cup finely chopped onion	½ teaspoon freshly ground black pepper

Combine ingredients and beat or shake till well blended. Spread liberally over steak while on the fire, both before and after turning.

STEAK SPREADS

All these are spread on steak after it has been cooked.

ROQUEFORT SPREAD: cream 2 tablespoons butter with 3 ounces Roquefort cheese.

TABASCO SPREAD: cream ½ stick butter with 1½ teaspoons horse-radish, ½ teaspoon Tabasco sauce.

MUSTARD SPREAD: cream ½ stick butter, 2 tablespoons prepared mustard.

SPECIAL GREEN SAUCE

2 tablespoons chopped scallions	3 tablespoons bottled Escoffier Sauce Diable
¼ cup olive oil	¼ pound butter
2 tablespoons chopped chives	½ pound mushrooms, sliced
2 tablespoons chopped fresh tarragon	½ teaspoon salt
3 tablespoons chopped fresh parsley	¼ teaspoon freshly ground black pepper
½ cup chopped pickled walnuts	

Sauté scallions gently in olive oil until just soft. Remove from fire, add chives, tarragon, parsley, pickled walnuts, Escoffier Sauce and blend well. Melt the butter and sauté mushrooms quickly, adding salt and pepper. Add the blended herb and walnut mixture and heat all together for three minutes. This makes a thick sauce which can be thinned with ½ cup bouillon if desired, adding bouillon before the final heating. Serve hot in sauce boat with broiled steak.



If you're feeling doggone low—
With your "innards" sluggish, slow...



Start each day with lemon in water
And feel the way a person oughter!

KEEP REGULAR THE HEALTHFUL WAY:



Fresh Juice
of 1 Lemon



In Glass
of Water



First Thing
on Arising

Most people find fresh lemon juice in water—taken first thing on arising—overcomes sluggishness and insures prompt, normal elimination.

This simple, natural fruit drink is not a harsh laxative, not a drug. It's good for you. Doctors emphasize that fresh lemons—fresh from sunny groves in California and Arizona—are among the richest-known sources of vitamin C, and

provide B₁ and the *bioflavonoids*. They alkalize, aid digestion, help prevent colds and infections.

So keep right and bright with lemon and water. Not too sharp or too sour, it has just enough tang to be refreshing; clears the mouth, wakes you up. Try it ten days; give it time to establish regularity for you. And always buy Sunkist Lemons—finest and juiciest grown.

Sunkist



Beauty treatment for all smooth leathers

CAVALIER
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CAVALIER CO.
Baltimore, Md. and Oakland, Cal.

Sold only by shoe men because
they know shoe care best

LANOLIZED®
Charmette
STOCKINGS
MAGNET MILLS, INC.—Clinton, Tennessee

ROTO-ROOTER®

SEWER SERVICE



Only
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RAZOR-KLEENS

RESTORES NORMAL FREE-FLOW TO CLOGGED LINES. Razor-sharp steel cutting blades shave away even toughest stoppages quickly and easily . . . without needless digging. Eliminates backed-up sewage water. No muss.

To get the genuine, look for ROTO-ROOTER, white pages, telephone book. Write for FREE literature.

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Franchises Available In Some Localities

A NATIONAL SERVICE AVAILABLE LOCALLY

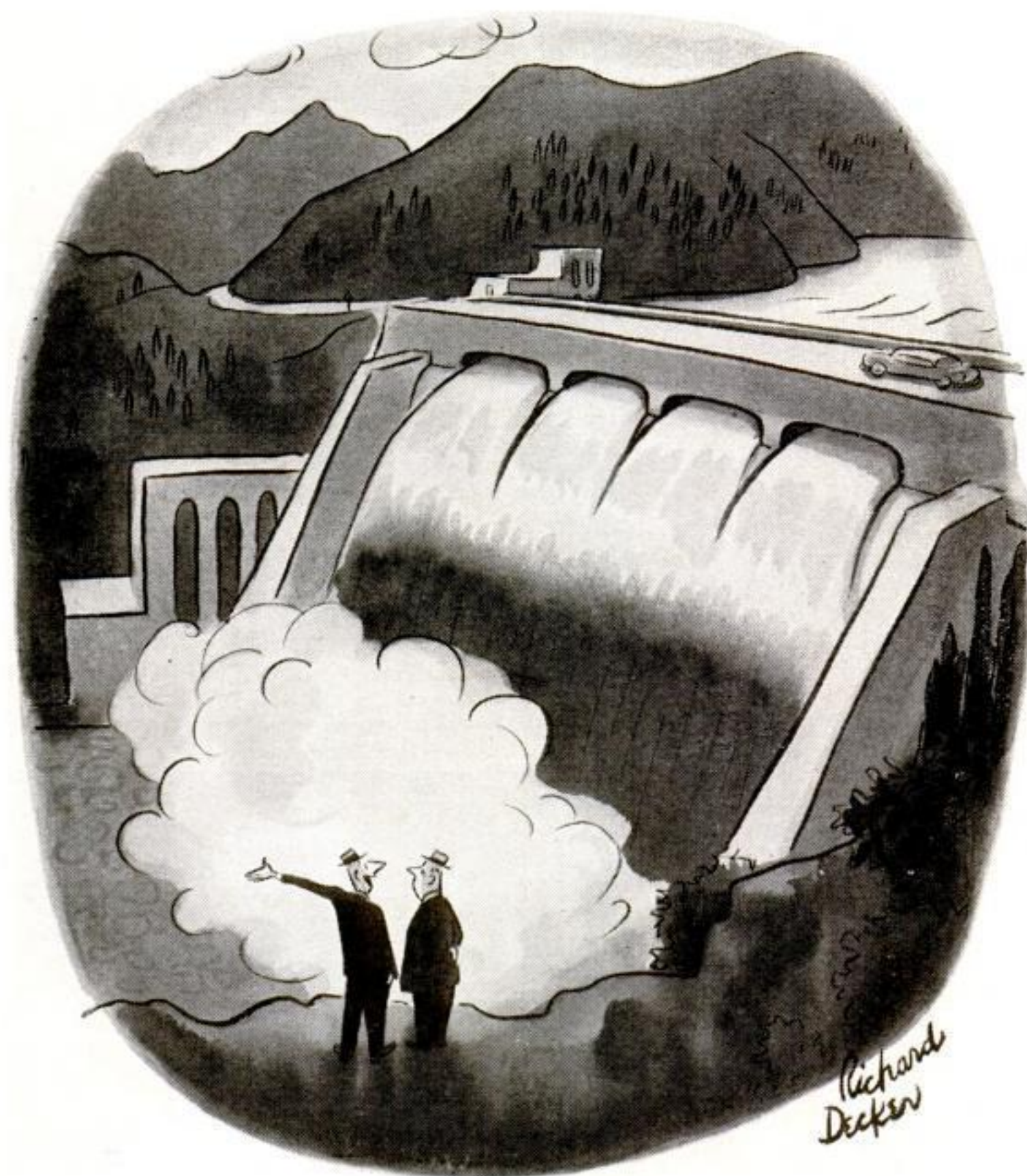




"Irregular—but that's easy to fix—just dip *that* sleeve in water."



"Splasha your head off! All 'Sanforized'—da whola da biz-ness!"



"It generates 31 billion kilowatts, then flows into the city washtubs to shrink garments—but NOT 'Sanforized' garments."



MISTER! AVOID COTTON GARMENTS
THAT SHRINK OUT OF FIT.
ALWAYS INSIST ON SEEING
THE "SANFORIZED" TRADE-MARK
BEFORE YOU BUY!
MAKE EVEN YOUR FAVORITE SALESMAN
SHOW YOU "SANFORIZED" ON THE LABEL.

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforized," adopted in 1930, only on fabrics which meet this company's rigid shrinkage requirements. Fabrics bearing the trade-mark "Sanforized" will not shrink more than 1% by the Government's standard test.



PRESSING FOR EVER HIGHER SALES, PRINCESS MARGARET TURNS TO THE BACK FLAP OF HER BOOTH AT THE FAIR TO SELL SOME BUNCHES OF LUCKY HEATHER

A ROYAL PITCH BY A PRINCESS

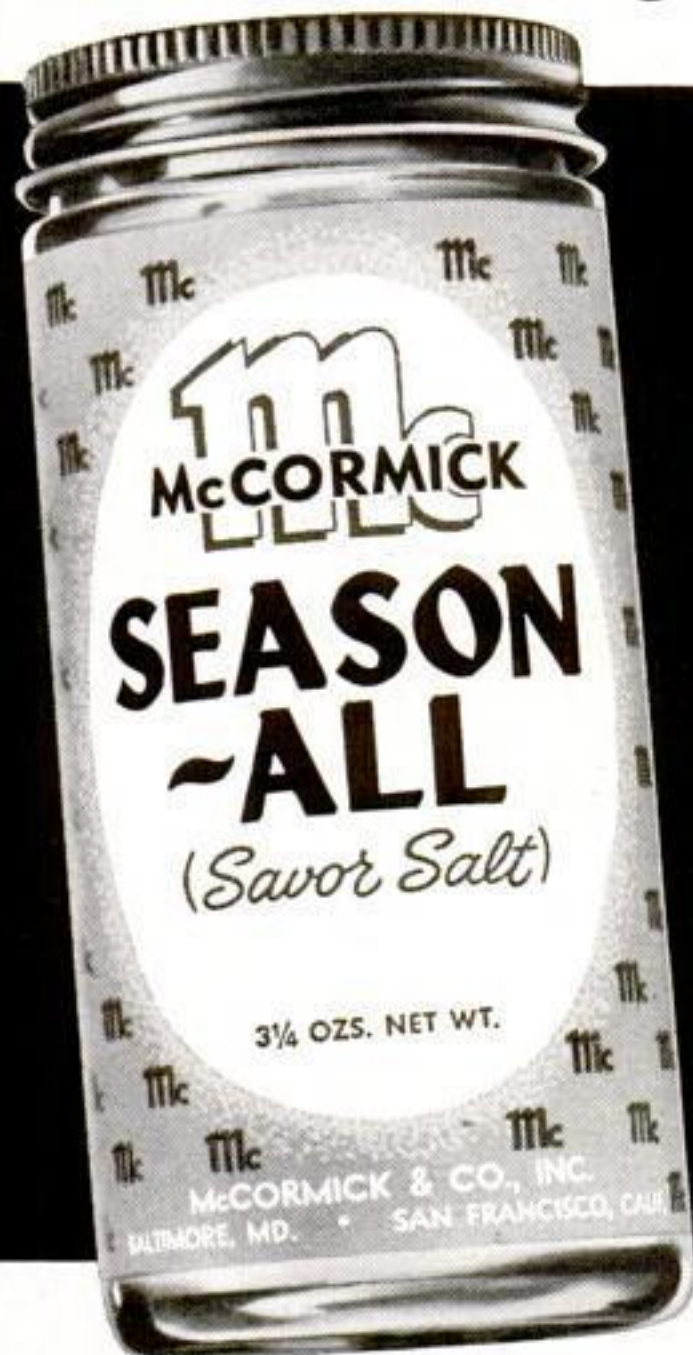
On the eve of her 25th "coming of age" birthday, while everyone wondered whether she might marry against family wishes, Princess Margaret turned out like a dutiful daughter and princess to help at the Queen Mother's church bazaar near Balmoral Castle in Scotland. As a salesgirl, Margaret puzzled over sizes at the stocking counter, gasped when a boy ordered

one nylon, giggled when she realized he meant one pair. She stopped a lady making off with too big a bargain by calling out, "That is not enough money." Next day Margaret's birthday was celebrated by a quiet family party. At 25 she was now technically free to marry the divorced Peter Townsend if she wished—though not without great constitutional complications.

AT TOY COUNTER MARGARET PONDERES, OFFERS A SUGGESTION. HER SUGGESTION IS ACCEPTED AND WITH A TRIUMPHANT SMILE SHE WRAPS UP A TOY TRUCK



NEW!



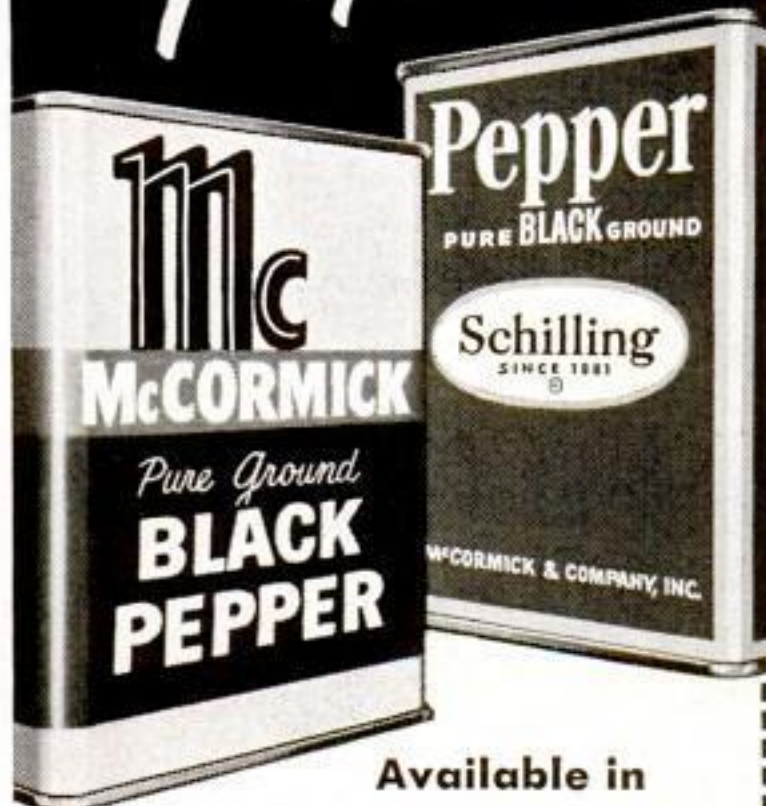
ADDS FLAVOR MAGIC to steaks, chops, fish, soups, salads, eggs, gravies, poultry. Another fine product of

THE HOUSE OF McCORMICK



Good food requires

*America's
No. 1
Pepper!*



Available in food stores everywhere. Buy it today!



One famous emblem... two great brands...
McCORMICK and Schilling

THE HOUSE OF McCORMICK

Royal Pitch CONTINUED

MARGARET'S ESCORT is Hon. Dominic Elliot (right), son of a Scottish laird, one of the princess's squires since Captain Townsend was sent to diplomatic post in Belgium.



MARGARET'S NIECE, five-year-old Princess Anne, gets cheer for help during rush at the postcard counter. Later at sale Margaret slipped, suffered a slight ankle sprain.



TAKE OFF RUST, KEEP CHROME GLEAMING WITH

DU PONT CHROME POLISH

Removes corrosion and discoloration from bumpers, door handles, trim, headlight frames, and radiator grille. Then a quick wipe leaves metal sparkling.

8 oz. **60¢**



GETS YOUR CAR SO CLEAN IT DRIES ITSELF—

DU PONT CAR WASH

Just sponge it on, then rinse it off. This scientific detergent removes all grease and grime, so car dries spotless, without wiping!

½ lb. . . **75¢**



WASH YOUR CAR WITH THE CURVED-TO-FIT

DU PONT TURTLE-BACK SPONGE

Big sponge carries 20 times its weight in wash water, goes over whole car quickly. Soft when wet—safe for finishes. Also in block shape—all sizes.

9T size **\$1.00**



How to keep that

"new-car" look—the easy way!



You SHINE as you CLEAN
with
DU PONT No. 7 POLISH—
in much less time!

IT'S THE ONLY POLISH WITH WORK- SAVING METHYL CELLULOSE!

Exclusive stroke-saving formula not only cleans while it shines—it saves ⅓ of the cleanup. And no other one-operation polish, no matter what it costs, gives longer-lasting finish beauty. Made by Du Pont—makers of most auto finishes. Get fast, safe Du Pont No. "7" Polish and see how easy car polishing can be!

\$1.25
PINT

REMOVE TAR AND ROAD OIL QUICKLY AND
EASILY WITH

DU PONT DISSOLVO®

Those stubborn spots wipe right off! Du Pont "Dissolvo" is also ideal for removing old wax and silicone polishes.

12 oz. . . **65¢**



BRUSH A "NEW" LOOK ONTO FLOOR MATS
AND TIRES WITH

DU PONT TIRE BLACK

Gives gray-looking floor mats and tire casings the rich, black luster of new rubber. Just brush it on. The finishing touch to polish jobs!

Pint . . . **85¢**



Du Pont No. 7 Products

FROM CHEMICAL RESEARCH . . . FOR EASIER CAR CARE



REG. U. S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING . . . THROUGH CHEMISTRY

Prices shown are suggested retail prices.



GARY COOPER, SITTING WITH MRS. THOMAS SHEVLIN, BORROWED HIS COSTUME FROM WARNER STUDIO

Old Baghdad Blowout

LONG ISLAND REVELERS HAVE AN ARABIAN NIGHT

To celebrate their fifth wedding anniversary Donald and Fernanda Leas gave a Night in Old Baghdad party at their Southampton, L.I. home. With the help of the display department of John Wanamaker, which was founded by Mrs. Leas's great-grandfather, a silk-festooned tent was set up. The 250 guests arrived costumed mostly as harem girls and caliphs. One spent \$700 on a robe, others rented theirs from the road company of *The King and I*. Lolling about, the guests sipped champagne and basked in opulence. "A wonderful night," said a departing beauty, "but tell me, where is Baghdad?"



HOST SANG AS HE DANCED WITH MRS. JOHN CHEW



FEEDING CAMEL was a safe pastime since Clara has only her uppers. Here Prince and Princess Djordjadze give her some sugar. Princess is former Mrs. Clark Gable.

LOUNGING on floor, Marquesa de Portago (left) and the Charles Amorys were study in contrasts—Amorys in Eastern garb, the marquesa in Dior gown.





HAPPY HOSTESS acknowledges guests' applause for lovely party. With Mrs. Leas is Mrs. Angier Biddle Duke (*left*) and Mrs. T. Markoe Robertson.

PRIZEWINNERS (*left*) for best costumes were Amory S. Carhart Jr. as a Baghdad bum wearing rubber feet, and Mrs. David Bartlett as a dancing girl.



MUSTACHE ASSIST is given to Jay Rutherford by Mrs. Robert L. Clarkson. Rutherford wore authentic Bedouin robe he borrowed for party and a fez that cost 25¢.

EATING FRUIT, guests helped themselves from baskets on small tables. Breakfast of eggs, turkey, sausage was from 2 until 6 a.m. when music ended.





TAPED APE WITH A DRAPE SHAPE

There was a time, not so very long ago, when Mr. Jiggs, a Borneo-born orangutan, was a trapeze-leaping show-off who cut as dashing a figure as any other inhabitant of the London Zoo's monkey house. But he had an enormous appetite for high-calorie foods, with the inevitable woeful results. At the age of 9 he was a 242-pound blimp of his former self

and preferred to lounge around rather than do gymnastics.

One recent day Keeper Bill Peckett entered the cage, bringing along that shaming instrument, the tape measure. While the ape gazed dolefully and held the spool, Peckett took a midriff measurement: 47 inches. Mr. Jiggs is now on a strict diet until he shrinks to an acceptable ape shape.

Refresh yourself with light, bright **Ballantine**...

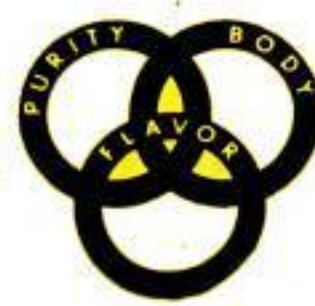
That's Ale, brother!



P. BALLANTINE & SONS, NEWARK, N. J.

**No other ale.. or beer.. has such flavor
yet is so light and non-filling!**

No wonder Ballantine leads all ales in sales!



Enjoy some soon... Ask the man for **Ballantine** ale

Flavor above all—that's Winston!



WINSTON is the cigarette selected by Capital Airlines to serve passengers aboard the luxurious new Viscount.

WINSTON changed America's mind about filter smoking! This cigarette gives you real tobacco flavor — the full, rich flavor real smokers want. You know what they say: "Winston tastes good — like a cigarette should!"

Winston also brings you an exclusive filter that really does the job. It filters so effectively that the flavor really comes through to you — smoothly and easily. Have fun — have a Winston!

R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N. C.

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TASTES GOOD—

LIKE A
CIGARETTE
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KING SIZE
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FINER FILTER
FINER FLAVOR

Smoke **WINSTON**
the easy-drawing filter cigarette!